

PRINTERS' INK

A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CI

NEW YORK, NOVEMBER 29, 1917

No. 9



SAVE THE FRUIT CROP

This was the slogan adopted by the American Sugar Refining Company as the keynote for their summer advertising drive.

Our work on the campaign began with the collecting and codifying of fruit-canning data. The advertising covered the entire country. It was intensified in the territory east of the Mississippi, the newspapers carrying copy that referred to the specific variety of fruit seasonable to each locality.

The campaign was so scientifically planned and conscientiously executed that it elicited this commendation from President Earl D. Babst:

"This is a perfect campaign from start to finish. But what else can you expect from the advertising agency having for its motto, 'Keeping Everlastingly At It Brings Success'!"

N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK

BOSTON

CHICAGO



Commenting on the condition of trade, Bradstreet's says:

"The main propelling influence, as for some time past, is Governmental buying, supplemented, of course, by large civilian demand, especially in soil-sustained zones, in which regions neither world politics nor depreciation in securities deter relatively free buying of essential articles. Indeed merchants in some sections of the country, particularly in the West, Southwest and South, are not only anticipating Spring requirements, but are reordering to fill broken stocks, backlogs to trade being furnished by realized good crops in the West and 20-cent cotton in the South."—New York Times, November 10, 1917.

The italics are ours

The Standard Farm Market

(Over 1,100,000 Farm Homes)

Offers you more sales prospects in 1918 than any other market you can cultivate. Ask us to prove it.

Standard Farm Paper Association

GEORGE W. HERBERT, Inc.
Western Representatives
Conway Building, Chicago

WALLACE C. RICHARDSON, Inc.
Eastern Representatives
381 Fourth Ave., New York City

All Standard Farm Papers are members of A. B. C.

PRINTERS' INK

Registered U. S. Patent Office

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No. 9

How the Automobile Has Changed the Buying Habits of Farmers

It Has Made Him Shop More and Is Enlarging His Buying Radius

By John Allen Murphy

IT is well known that advertising is steadily changing our whole economic and social structure. Not until a few weeks ago, however, did I realize how rapidly these changes are being wrought. Visiting my old home, after an absence of four or five years, I was struck with the wonderful improvements that had been made in this short period. In fact the community had altered its whole social and economic complexion. The living conditions of country people have greatly improved, but what impressed me as being the most remarkable is the way that the buying habits of farmers have changed in the last few years. It is this phase of my observations that I intend to sketch briefly in this article.

The almost general use of the automobile by the farmers in the section I visited is responsible for the extensive changes that have taken place. And the success of the automobile on the farm, as elsewhere, is due primarily to advertising. This fact is not seriously disputed. That advertising has been able, in this way, to compel the sale of a product to such an extent that in a few short years it has revolutionized the habits of people, is a notable testimony to its value.

My old home is located on the northern edge of the nation's corn belt. The automobile did not bring prosperity to this region. Most of the farmers there have been in fine financial condition for

more than a quarter of a century. They have had good homes and each year have been investing more and more in modern conveniences. They were pretty well supplied with the material things of life, and taking them as a whole they were not dissatisfied with their lot. Of course, it is true that many of the young men and women chafed under local conventions and rebelled against the supposed limitations of country life. But this was off-set by the ever-increasing number of young people, returning from the agricultural colleges, eager to take advantage of the many opportunities the farm has to offer.

So, while the automobile has helped to bring additional wealth to the farmer, it is not true that his prosperity dates from the introduction of the machine. What the motor car has brought to the country dweller is of greater value than mere material possessions. It has broadened both his mental and physical horizon. It has increased the radius of his immediate interests from about five or ten miles to at least fifty miles. It has enabled him to travel so rapidly that he now enjoys all the benefits of the city and still does not have to forsake the advantages of living in the country.

It is for this reason that the buying customs of the farmer have been revolutionized. He goes to his own town oftener, and besides he frequently goes to the large towns in his locality

that he seldom visited in the old days. Formerly the weekly or semi-monthly or monthly trip to market was a task often undertaken reluctantly. Now the journey to town is a pleasure jaunt. Frequently the whole family goes. A daily trip to the nearby village or town is not uncommon. In addition it is nothing at all for the farmer to drive over to a city, twenty or twenty-five miles away. Occasionally the trip is taken in the evening, after the day's work is done. The family goes to the movies or to the theatre, which formerly was an event that happened only on very few occasions in a lifetime. During the course of the evening several little purchases are likely to be made, such as ice cream, candy, chewing gum, perhaps a cigar or two, some fresh fruit and maybe other things.

It is right here that we find an explanation of how the automobile has made the farmer a larger buyer of merchandise. In getting him to town more frequently and to more populous centers than he was in the habit of visiting, it throws him within the influence of window and store displays, where the merchandise itself can make its appeal to him. Creating demand is not the only task of the advertiser. He must place his goods where they are accessible to those who are in the mood to buy them. The farmer, lolling in his easy chair, after a hearty meal, may wish he had a good cigar, but the wish doesn't make a sale, because the nearest good cigar may be ten miles away. However, with the country resident now going to town several times a week, such desires will not long go unsatisfied. The automobile, therefore, has tended to make the farmer buy more of life's little luxuries, to indulge more in the small refinements that add so much to the joys of living.

In getting information for this article, I "made" perhaps twenty-five little villages and towns, and two places that could probably be placed in the city class. I visited a number of stores, where my parents traded when I was a child.

I thought it would be heaps of fun to shake hands with some of the old general merchants who used to give me graham crackers, stick candy and other good-will winners when I was a kid. But only one or two of the old-timers are left. In their stead I found a new school of retailers.

Taking them as a whole, the new merchants appear to be vastly more enterprising than were their predecessors a quarter of a century ago. They have better stores; their stocks are more varied and more invitingly displayed; there is a go-get-it atmosphere about their methods. The vast changes that have taken place are more noticeable to the stranger who hasn't been in these towns for years than they are to people living in them and to the traveling man who visits them frequently.

RURAL HABITS TRANSFORMED

The automobile has given country people the shopping habit. They now buy not only in several stores but also in many towns. It is of course possible for a live store to hold most of its trade, but the more far-seeing retailers told me that this growing tendency of farmers to shop is not something to be deprecated. The shopper always buys more than the person who makes out a list of his needs and gives it to some dealer to fill.

To a certain extent, even the buying habits of country people living near large towns of several thousand population has been changed. They may still do most of their purchasing in the home town, but when they want something into which the style element enters, they are likely to sally off to the nearest city for it. In the old days such a journey would have to be taken on a train, and of course the majority would not make it. In other words, the automobile has got people into thinking that a trip of thirty, fifty or seventy miles is nothing at all. This is a fact of tremendous importance to the merchant. In a nutshell, it means that he can

"UNDER THE LAMP"



The coming of the Christian Herald
is the weekly event in 300,000 American
homes.

All local or neighborhood interests
are temporarily suspended—while the great,
turbulent world is under the lamp.

The news of the dreadful, scarring battles—
the hopes and plans for Peace—the uplifting, heartening sermon—
the stories, pictures, departments—yes, and the advertisements.

For every word on every page of the Christian Herald is an in-
tegral part of the paper; a helpful part of the Herald's service to its
subscribers. One page is no different from another in this respect.

We take as much thought and care in choosing our advertisers as
we do in choosing our literary and news features.

We guarantee that everything in the Christian Herald is based
on sincerity and truth. If any of our readers are even disappointed
over any transaction with our advertisers, they need only write us to
be fully satisfied.

Things must be right—under the lamp

The above is the fifth exhibit in the Christian Herald in a plan for
bringing its readers to a fuller realization of the benefits to be
obtained from buying goods advertised in the Christian Herald.
The Christian Herald is renowned for the responsiveness of its
readers to advertising. The new series which is being inaugurated
is designed to still more forcibly impress the reader with the
advantage of patronizing our advertisers.

CHRISTIAN HERALD

74% Circulation in towns under 10,000

Bible House

New York

widen his trade territory and advertise profitably outside of his own immediate environment.

Now let me see if I can give you another picture of how the motor car has speeded up the farmer's buying. At the home at which I was staying it was discovered one day shortly before dinner that there was no vinegar, which was needed in the preparation of a salad which was already under way. The head of the house, hearing of the shortage, jumped in his car and in a jiffy was off for a little village about four miles distant. He was back in less than half an hour. He not only had the vinegar, but two or three other articles, which would not have been bought were it not for this extra trip. Occurrences of this kind happen very often. That this is true shows the opportunity that still exists for the village store. Very often these stores are not prepared to take advantage of these pick-up sales. If they carried a fair variety—a large stock would not be necessary—they could sell a lot of things that are usually wanted in a hurry. In this way their function would be somewhat similar to the neighborhood store in the large city.

THEY GET WHAT THEY WANT WHEN THEY WANT IT

Because of the automobile, farmers are getting the habit of going after what they want as soon as they want it. In the old days, they let their wants accumulate and then every so often drove to town and bought a supply that was supposed to last until the next time, but it seldom did. I remember when I was a lad on the farm we were always out of some necessity. If the roads were bad, we would do without the article for weeks at a time. Often we ran out of kerosene and could have no lights for a night or two. We would sit around the coal stove in the dark and finally go to bed in disgust. The farmers to-day do not have to put up with any such inconvenience. The supply shelves are kept full. Adver-

tising has a chance to get in its work before its influence grows cold.

Now, I hope I have not given the impression that the automobile is creating business for the retailers in one type of town and is taking it away from those in other towns. It may work out that way in some cases, but as a matter of fact the changes in buying habits of country people that the automobile is causing should benefit the retailers in all towns. The more people travel about, the more they buy. Getting them into frequent contact with the product is the thing; and this the automobile does. People, as a rule, are not particular where they buy standardized, advertised goods. The product is always the same and the price is about the same, no matter where it is bought. Hence the farmer is likely to continue buying his standardized staples in his usual trading town, provided he gets good service. Then on his occasional jaunts to the larger towns and cities, he is inclined to purchase luxuries rather than necessities. He will also shop for the novelties that may not be extensively featured in his home town.

The automobile may carry some trade away from the villages. At the same time the automobile would bring new trade to the merchants in these places, provided they strive to make it serve them in this way. The radius of the trading circle of the village could be tripled just as the radius of the territory of the large town has been tripled. This fact has been discovered by many enterprising merchants located in small communities. Garver Brothers Company, of Strasburg, Ohio, is a conspicuous instance. They have succeeded in making the automobile bring buyers from cities twenty to fifty miles distant to a hamlet of 1,000 inhabitants.

This growing habit of farmers to do their purchasing in several towns should indicate to manufacturers the necessity for intensive distribution. The more widely

(Continued on page 98)

Selection of Media

In making your advertising plans for 1918 you must recognize the fact that unusual and extraordinary conditions now exist and are likely to prevail for an indefinite period.

For this reason Advertisers and Agents should scrutinize with unusual care the quality and worth of the media selected by them to carry their message through the coming year.

THE AMERICAN WOMAN Circulation 500,000 Guaranteed

welcomes the closest scrutiny.

With an editorial policy based on helpfulness in the home, exceptionally good fiction and an absolute guarantee of all advertisements—the reason for its high standing in 500,000 small town homes is not hard to find.

Over 50% of the American Woman's Circulation is Renewed

Over 85% of the balance is secured through our readers

Let our representatives give you the facts in detail.

Western Advertising Office
W. H. McCURDY, Mgr.
30 N. Dearborn St., Chicago, Ill,

Eastern Advertising Office
WM. F. HARING, Mgr.
Flatiron Building, New York

No Veto on Food Advertising

Mr. Hoover Makes a Strong Denial—Thinks Any Decline in Advertising
Commandeered Goods Will Be Counterbalanced
by Need for Pushing Alternatives

NO advertiser of food products has been required or asked by the Government to cancel, abandon, restrict or curtail its advertising. Furthermore, there is not the slightest likelihood that any such action will be taken, or pressure exerted to bring about such an end. This is the answer of Herbert Hoover, U. S. Food Administrator, to the report in the Bulletin of the American Newspaper Publishers' Association to the effect that the Government is restricting or will restrict food concerns in their advertising.

In communicating to PRINTERS' INK a refutation of the rumor that has lately gained currency in advertising circles, Mr. Hoover has made his denial most sweeping. He declares that not only has he given no such intimation in any public speech or statement, but he avers that he has written no letter that would warrant the assumption on the part of anybody that he has any objection or opposition to advertising as such.

Mr. Hoover in denying the gossip that is rife, has even taken occasion to state his belief in modern American food advertising. He feels that the progress of the work of the U. S. Food Administration is in itself the best exemplification of the power and efficiency of advertising. Moreover, he has a keen appreciation of the exceptional burdens under which American newspaper and periodical publishers are now bending, and he says that he would be the last man in the world to do anything to add to their problems. This last consideration may be, partly, one of gratitude for the "splendid support" which Mr. Hoover feels that the periodical and newspaper press has accorded the food control movement, but on top of that is Mr. Hoover's realization of the value of advertising as an economic force. It was this latter,

for instance, which impelled Mr. Hoover a few days ago to tell the producers of dehydrated vegetables that the only way to get anywhere in the introduction of their unquestionably meritorious product is to launch a strong, educational advertising campaign.

The Food Administration has not instructed or requested any food manufacturer to abandon or cut down his advertising, but it has called for certain readjustments and rearrangements in the production and marketing of food products. These food policies are not new and reference to them here is not intended to pass as a matter of news.

VAN CAMP AS AN INSTANCE

For the sake of illustration let us take the concrete case of the Van Camp Packing Company, of Indianapolis. When it was announced a few days ago that the Van Camp company was cancelling a considerable portion of its advertising the news was hailed as confirmatory of the report that the Government was to apply drastic restrictions to food advertising. Various explanations were advanced including the not unpalatable one that Van Camp is a heavy producer of condensed milk and other products supposedly desired to be reserved in the greatest possible quantities for the use of our soldiers in France and for our allies.

As a matter of fact, officials in Washington declare that no person in authority has demanded or advised that Van Camp narrow the scope of its advertising campaign. What the Government did do, however, was in effect to tell Van Camp as well as others in the same line that they can no longer put pork in the pork-and-bean specialties, which have heretofore been advertised more or less extensively. Thus it might be said that if the placing of limita-

Co-operation and Development

Similarity of Ideals is Responsible for Continued Relations with Agency, says Leading Manufacturer

Recently the General Sales Manager of one of the largest manufacturing companies in the world wrote to the president of our agency, with which they have done business for a number of years. He expressed his opinions regarding the renewal of the contract between his company and ours in the letter which follows:

"I want to take this occasion to express my personal gratification over the renewal of our contract with your company for the coming season. It is seldom that a group of men is brought together in the form of an organization such as yours, which possesses possibilities of co-operation and harmonious development with another corporation in its field of endeavor. We have every faith in an organization commanded as yours is commanded in a wholesome, constructive and efficient manner. It is my observation that your leadership begets confidence and co-operation of your own organization, and I feel that this is a pretty fair argument for the renewal of our business relations, not a little perhaps due to the similarity in ideals which prevails in our two companies. I feel sure that your company will continue to grow in usefulness to ours, due to an increased knowledge of the problems which we are facing; which naturally is one of the functions of your business."

While this is not unusual with us, it is out of the ordinary run of letters and it is especially gratifying as it marks our sixth consecutive year of service for his company. It shows that in our relations with our customers, we go into all merchan-

dising and advertising problems so thoroughly that we can be of real definite value in every situation.

There are no half-way methods. The main idea is to be of the greatest assistance.

In building up the business of our agency, one word has predominated in action. It is "SERVICE." We have built up a reputation for service that is unexcelled. Throughout the entire organization there is nothing so important as the customers' interests. They receive first attention.

The men who make up the personnel of our agency are all men who thoroughly understand advertising—and what is far more important, we understand that great underlying principle so necessary to successful merchandising—human nature. The men whose work it is to prepare and study the customers' advertising are carefully chosen because of their ability to understand and practice the profession of making sales.

With such an interpretation of the word "SERVICE," with such an organization for business building and with such a keen insight into the problems that every nationally known advertiser has to contend with, it is possible for us to say at this time that our October business was by far the largest in volume of any October in our 19 years' work, and that our volume for 1917 will exceed 1916 or any other year.

We will consider it a great pleasure to discuss your advertising with you at any time. Address either our New York or Chicago office.

Wm. H. Rankin Company

Formerly Mahin Advertising Company



WM. H. RANKIN,
President
ROBERT E. RINEHART,
2nd Vice-President

WILBUR D. NESBIT,
1st Vice-President
H. A. GROTH,
Secretary and Treasurer



104 So. Michigan Ave., Chicago and 25 East Twenty-sixth St., New York



The Romance of a Macaroni Box

The story of Dorr E. Felt's contribution to business efficiency



A YOUNG Chicago mechanic — Dorr E. Felt by name—sat by his plane one day watching his work.

For the moment his hands were idle—but his brain was busy. At each successive travel of the table, the cutting tool was automatically shifted over in position for the next cut. Unconsciously he fell to counting the shifts—one, two, three, four, five—

Suddenly the light of a dawning idea flashed upon him. *Why not apply that principle to a counting machine?*

With a macaroni box procured from a nearby grocery, some meat skewers from a butcher shop, rubber bands from a drug store and a supply of wire staples from the hardware man, he set to work.

That night found him in possession of a working model—crude and imperfect, to be sure, but it verified his first idea, for by careful manipulation he was able to add figures with it.

The first Comptometer made from a macaroni box

Such is the romance of a macaroni box—the story of the beginning in the early '80's of the first successful key adding and calculating machine—the Comptometer.

As is the history of practically every other invention, business at first met the Comptometer with a rather chilling reception. It took Mr. Felt just two years, eleven months and six days to sell his first hundred machines.

Today—the Felt & Tarrant Company, with Dorr E. Felt as its head, is an institution with a world-wide reach. The Comptometer is known and used in practically every civilized country. In the United States it is an instrument of business efficiency as standard as the typewriter.

Practically from the beginning, advertising has played a consistent part in the growth of the Comptometer business.

And from the beginning of this advertising, J. Walter Thompson Company—we are proud to record—have been the advertising agents for the Felt & Tarrant Company.

*The latest
model of the
Comptometer*



J. WALTER THOMPSON COMPANY
New York

Boston

Chicago

Detroit

Cincinnati

tions upon the production of advertised wares is equivalent to killing advertising, then is Uncle Sam guilty as an accessory, but not otherwise. Indeed, Var Camps have cancelled all their bean advertising.

Another case of much the same kind involves certain brands of "milk" breads and "butter-crust" breads, heretofore extensively advertised. Under the lately promulgated regulations the ingredients in bakers' bread will not warrant any baker in advertising his product as a "butter" or "milk" bread, and the baking company that used these terms most lavishly in advertising is making strenuous protest to the effect that the Government is interfering with its advertising and jeopardizing the value of its trade-marks. Only, in this case, it may be added that the Food Administration officials are not quite as sympathetic as they would be had not this baking company defiantly refused, in the earlier stages of the negotiations, to do anything to co-operate voluntarily with the food conservers.

Granted then that our censored national menu will, at least, make necessary some substitutions in advertising copy. Mr. Hoover nevertheless insists that this realignment should result in no diminution of advertising, either in the case of the average individual advertiser or with respect to the aggregate volume of advertising under war conditions. His idea, as transmitted to PRINTERS' INK, is that the promotion of substitutes and alternatives for the proscribed eatables should take up all the slack in advertising that may be threatened by the enforced change in habits on the part of the American people.

As for the individual advertiser, it is pointed out that the average food advertiser affected by the Food Administration's mandates, is, as in the case of the Van Camp company, the sponsor for a "family" of products, and it is Mr. Hoover's idea that by turning advertising atten-

tion to some of the specialties not previously featured, but now logical leaders owing to war conditions, it would be practicable to use all the space originally contracted for, and to keep the firm's turnover fully up to normal.

If, on the other hand, there be considered not the case of an individual advertiser, but the situation with respect to food advertising in general, the guess of Mr. Hoover is that total volume should be increased rather than diminished. For example, one inevitable result of the Food Administration's embargo on fats would seem to be a contraction of advertising in this field, but at Washington it is insisted that this will be more than counterbalanced by the new campaigns for the various substitutes for fats such as Crisco, the various cooking oils, cottonseed products, etc. So too, the Food Administration's argument to PRINTERS' INK is that any withdrawal of advertising on trade-marked brands of flour will be outweighed by the big campaign which it is declared is about to be launched for corn meal and various corn products.

Reference to flour advertising is a reminder that some of the stigma incurred by the Food Administration as a supposed detractor of advertising has been due to statements made to the Food Administration, not by it, and a case in point is the report on flour milling criticized in the communication of Frank J. Mooney, of the Theodore F. McManus Company printed in PRINTERS' INK of November 15. The strictures upon advertising were, in that instance made in a report submitted to the Food Administration by an investigating agency and were by no means the conclusive expression of the Food Administrator or the Food Administration. In other words the comment which proved so upsetting was merely an expression in what would rank, in private business, simply as an interdepartmental memorandum rather than a formal, official declaration of convictions or policy.



1000 American Boy Subscribers Take Their First Shave Every Week

THIS means much more than the mere fact that these boys are mighty good prospects right now for razors, shaving creams, shaving soaps, talcum powders, toilet waters, razor strops, razor sharpeners and all other shaving accessories.

It means that THE AMERICAN BOY readers are no longer boys in the usually accepted sense of the word, but in reality—*young men*!

Every month, more than 225,000 boys and young men *take* THE AMERICAN BOY. Fully 500,000 *read* it. More than 100,000 readers are between the ages of 16 and 20.

The draft has taken men from 21 to 31—thousands and thousands of them. In consequence, boys are cutting a larger figure as wage earners and money spenders than ever before in the history of the country. Many of them will soon be the actual supporting heads of families.

Reach these boys and young men now—in the formative years of their lives—in the time of their increased usefulness—and the impression thus made will last forever. Boys are more susceptible to argument than are mature men whose life habits are formed.

THE AMERICAN BOY has always been one of the best buys in the entire magazine field. Today it is better than ever—a bigger magazine—more profitable to the advertiser.

The subscription list of THE AMERICAN BOY is being disturbed as little as that of any other magazine in the country.

The American Boy

"Where There's A Boy, There's A Family"

THE SPRAGUE PUBLISHING COMPANY

EASTERN OFFICE
E. S. MURTHEY, Manager
188 FIFTH AVENUE
NEW YORK CITY, NEW YORK

J. COTNER, Jr., Sec'y-Treas.
DETROIT, MICHIGAN

WESTERN OFFICE
J. P. AHKENS, Jr., Manager
1018 LYTON BUILDING
CHICAGO, ILLINOIS

10 rib knitting

—Friend of your body
—Friend of your pocket-book

There's a tang in the air of mornings. Nights are getting chill. Leaves are turning golden brown. Soon Fall will be saying Hello to winter.

Now is the time to prepare for Jack Frost. Get him before he gets you. Now is the time to get your winter underwear. And these are the reasons why your underwear should be 10-rib Mayo Underwear.

10-rib knitting—10 ribs to the inch instead of 8—gives Mayo Underwear a cozy warmth that's downright friendly. For it's plain common-sense to see that a closer knit fabric is bound to be a warmer fabric.

And the same 10-rib knitting makes Mayo Underwear more elastic. Friends, when you get into Mayo

Underwear, your body will thank 10-rib knitting for that easy Mayo stretch and "give". Your Mayo Underwear will never bind in any body movement. And Mayo says, "Away with scratch, away with itch, goodbye tickle."

Does 10-rib Mayo wear longer? Is 10-rib Mayo underwear more economical? It is. That stronger Mayo 10-rib knitting does stand washboard rub and wringer strain.

No, friends, Mayo is not the only underwear knit with 10 ribs to the inch. But Mayo Underwear is the only medium-priced underwear knit with 10-ribs to the inch. Only in Mayo does friendly 10-rib warmth join hands with a friendly price.

Winter is just around the corner. So is a Mayo dealer. Will winter get you or will you get winter? Will you get 10-rib Mayo Underwear? Today?

mayo

Made from Mayo Yarn

WINTER UNDERWEAR for MEN and BOYS

The only medium-priced underwear that's "actually knit in the dollar way"

Men's winter Shirts and Drawers
Men's winter Union Suits
Boys' winter Union Suits

Any progressive dealer either has or will quickly get for you this 10-rib Mayo Underwear

THE MAYO MILLS, MAYODAN, N. C.

10 rib economy

greatest in Mayo underwear

10-rib fabric is a fabric knit with 10-ribs to the inch instead of 8. Of course it's plain sense to see that a closer-knit fabric to be a warmer fabric. And through 10-rib knitting makes 10-rib underwear more economical. These are known facts. None deny them. All underwear confirm them.

Recently 10-rib knitting came only at a cost of \$1.00 or more. Many people pay that price—even for 10-rib

the biggest underwear achievement 10-rib knitting came to Mayo Underwear. And this 10-rib Mayo Underwear at a moderate price.

Now you may share the economy of 10-rib Mayo Underwear. All may buy Mayo Underwear, the medium-priced underwear that's "actually knit in the dollar way"—10 ribs to the inch

Nights are already getting chill. Get ready for winter. Will he get you or will you get 10-rib Mayo Underwear? Today?

mayo

Made from Mayo Yarn

WINTER UNDERWEAR for MEN and BOYS

The only medium-priced underwear that's "actually knit in the dollar way"

Men's winter Shirts and Drawers
Men's winter Union Suits
Boys' winter Union Suits

Any progressive dealer either has or can quickly get for you this 10-rib Mayo Underwear

THE MAYO MILLS, MAYODAN, N. C.

As advertised by
THE MAYO MILLS, Mayodan, N. C.
and BLACKMAN-ROSS COMPANY, New York

Do you cut figure 8's?

OR GO snowshoeing? Or tour the winter roads? Or hike when the mercury pushes against the bottom of the thermometer?

If so, we suggest Mayo Underwear. It's the only moderate-priced underwear which has 10 warm, elastic ribs to the inch instead of the customary 8.

Our only warning is this: Mayo Underwear is a little *too* warm for the man who leads a hot-house life in winter.

Mayo Boys' Union Suits are a particularly good investment for any advertising man's wife whose husband says, "What! Another ten dollars to dress that boy?"

BLACKMAN-ROSS COMPANY

Advertising

95 Madison Avenue

New York

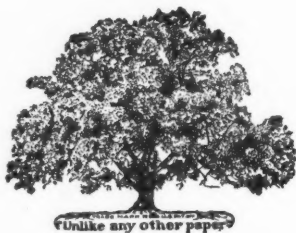
NEXT WEEK:

save
"Please ~~pass~~ the sugar"

"Wheatless Eggs"

You who raise chickens know what an essential food wheat has been.

In the *new* Farm Journal for December Mr. Boyer tells how to make eggs without wheat. This is a service not only to The Farm Journal's readers, but to all the world, for the wheat thus saved can go far toward feeding our soldiers and our Allies.



What Will Happen When the Price Break Comes?

"That All Depends," Says the Economist, While the Business Man Goes So Far as to Make Predictions

WHEN is the price break coming? A former manufacturer, a professor of economics and an ex-senator had this poser to answer recently. One of them went so far as to predict that the end of the war would see such a drop, not because of the facts, but because "nerves" play so important a part in producing panics. The others did not go so far as to predict definitely the coming of the break, but confined themselves to a discussion of conditions and tendencies that have brought about decline in prices hitherto. Present conditions are so without parallel, however, that the reader is left to draw his own particular conclusions as to the price trend.

While in some commodities the price break, for one reason or another, has already come, the speakers, as one of them pointed out, were considering prices in general.

The men who tackled this proposition are Saunders Norvell, chairman of the board of McKesson & Robbins, Inc., New York; Prof. Edwin R. A. Seligman, of Columbia University, and former Senator Theodore E. Burton, now president of the Merchants National Bank, of New York City. The occasion was what was characterized by its chairman, William H. Ingersoll, as one of the old-fashioned get-togethers of those days when the New York Advertising Club was forming. The dinner was at the club.

Mr. Norvell foresaw that, despite the facts of the situation, speaking from the point of view of a drug jobber, a slump in prices may be expected with peace, not because of any good market reason, but by the apprehension of speculators and weak holders of goods. This will be followed by a sharp reaction

when it is found impossible to go out into the market and buy at low prices, when the actual conditions of supply make themselves felt.

Professor Seligman advanced the opinion that a long continuance of the war will see a descending scale of prices for securities, and an ascending graph in commodities prices, with possibly conscription of accumulated and inherited wealth. He said that initiative and ability, at the same time, need not be alarmed at the prospect, but that, on the other hand, their power will be the greater when the power of accumulated and inherited wealth shall have been lessened.

In taking up the discussion Mr. Norvell placed particular emphasis on the possibility of a break, not because of the actual conditions, but because of psychological factors.

"There are always two forces at work, and both must be taken into consideration in any attempt to forecast the market," he said. "One of these forces is governed by facts, by correct information—in a word, by the true situation. The other great force that often for a time exerts even a more powerful influence than the force we may call cold facts, is the power of psychology.

"I can explain psychology as the 'nerves' of business. When a person is subject to nerves, the facts in a situation cut very little figure; at least, not at the time when he is suffering his nervous attacks. Psychology is a matter of optimism, pessimism, enthusiasm, panic, confidence, fear, and all these emotions are based on rumors, these rumors frequently not having a sufficient foundation in truth or in fact.

"These two great forces in trade sometimes work together;

at other times they are absolutely divergent. The psychology of trade often has an instantaneous and immediate effect, but in the long run the cold facts of the situation make the market. To use an expression of Wall street, it may be well to be guided by psychology for a 'quick turn,' but one should be governed by cold facts for the 'long pull.'

"Let us lay aside psychology, then, and try to get at the facts in regard to the drug and chemical business at the present moment. We find, first, that there is a considerable difference between drugs and chemicals. Prices of chemicals to-day are lower in this country than they were a year ago, and the tendency of the drug market is an advancing one.

"But, while we recognize the above facts in the beginning, we will continue our argument for the drug and chemical business as a whole.

MANY FACTORS MAKE FOR INCREASES

"Generally speaking, what is the situation in our line of business to-day?

"Prices are abnormally high; goods are scarce and there is a tremendous domestic and foreign demand. The volume of business of the leading houses in our line is not only very large in dollars and cents on account of the high prices of the goods in which we deal, but is also large in actual volume of goods handled.

"The price paid labor is higher than ever before in the history of the business. The demands of labor, pushed by the increasing cost of living, are for still further advances. Labor is independent and inefficient, and labor production per man is fully twenty per cent less than normal. Hours have been shortened and holidays have been increased. The demand for labor and the high prices paid is diverting labor from the gathering of many botanical drugs, and is causing scarcity on these lines.

"Containers, i. e., tin cans, bottles, paper cartons, wooden boxes, labels, paper, printing, etc., etc.,

have all increased enormously in price. Transportation has been so slow that it has been necessary to carry heavier stocks. Manufacturers have been so slow and the supply of many goods and containers has been so uncertain, that it has been necessary to buy much heavier stocks than usual, thus tying up capital and adding to the cost of production.

"The foreign supply of many very necessary items has been cut off either by the war or by the policies of our Allies of conserving their products for their own uses. The demand for drugs and chemicals from South America and other countries formerly supplied by Germany, has been exceedingly heavy and this demand is still insistent, as France and England have not been able to supply these countries.

"The new tax laws in this country have laid heavy burdens upon the drug and chemical business. We not only have the general taxes, borne by all, but we have a number of special taxes imposed upon our business.

GOVERNMENT ORDERS HELP KEEP UP PRICES

"The United States Government has placed and is placing very large orders for drugs and chemicals with our manufacturers. These orders are causing a great scarcity of many goods, and as long as these orders continue to be placed, and there seems to be no limit to them just at present, it will prevent any reaction in the market. It is only justice at this point to speak a word in praise of the broad-gauged, liberal and businesslike manner in which the Government has bought its supplies. It has been very businesslike. Red tape has been cut. The interests of the Government have been protected; but at the same time they have wisely not used their unlimited power to disorganize or injure the trade. They have been willing to listen to advice and suggestions without suspicion, and as a result they have had the hearty support and co-operation of the entire drug

and chemical trade of the country in obtaining the supplies for the army and navy quickly and at the right prices.

"I have attempted to outline the present situation. As long as the war lasts, I can see nothing that will seriously change this situation. This, therefore, means that it is my opinion that as long as the war continues there will be no serious break in the drug and chemical business; but please remember, I am discussing the market as a whole. I fully realize that on certain lines, for certain reasons, there may be adjustments, but for our part, carrying a large and diversified stock of drugs and chemicals, we do not fear for any break in prices while the war lasts that will seriously affect the value of our inventory.

INFLUENCE THAT PEACE WILL HAVE ON BUSINESS

"When peace is in sight psychology will then come into play. Speculators with stocks may lose their nerve. Merchants with large inventories may decide to play safe. We would not be surprised when peace is definitely in sight to see a sudden and sharp reaction in prices. This would be brought about by apprehension and fear, especially on the part of weak holders of goods.

"Then it is our opinion it will be found that goods cannot be obtained in sufficient quantities at these low prices. The whole world will be at work re-building and re-constructing. There is sure to be an enormous demand for goods. It will be impossible to reduce the amount of wages paid. For this reason the cost, not only of supplies, but of containers, will not go down in price. There will be a general adjusting of labor and labor will not be willing to go back quickly to the old conditions that existed before the war. There will be a heavy foreign demand for many goods. Foreign countries will have their hands full at home, and they will not be prepared immediately to enter into competition in the world's markets. A large part of the foreign

demand will come to us. Taxes will not quickly decrease. It will be many years before this country will go back—and I doubt if it ever will—to the tax conditions previous to the war. The Government will have been educated in taxation. An army of people will have been employed by the Government to administer and collect taxes, and it will be a long time before these people will let go of their jobs.

"For these reasons, after the first psychological break in prices when peace is in sight, I believe there will be a recovery. Prices will advance. Those who have cash and who will buy on the break with good judgment will make money. After this recovery there will then set in a gradual adjustment of prices. This will be accompanied by opposition on the part of labor to any reduction in the high scale of wages. The entire world will be adjusting itself to peace conditions. In our opinion, it will take a number of years for prices to get back to a normal basis.

FACTORS THAT WILL AFFECT MARKET

"When peace becomes evident, there will be two factors that will have a bearing on the market. One of these will, of course, be the tariff policy of this Government. With our wage scale swollen as it now is, unless there is an adequate tariff protection, ultimately this country will suffer seriously from foreign competition and much we have gained during the war will be lost.

"The other factor which will have a bearing immediately when peace is in sight is the attitude of the leading American manufacturers in various lines. If they do not have an attack of 'nerves,' but keep their balance and stand 'pat,' and show the trade that they do not propose to sacrifice values, it will have a steadying influence on the entire trade. It is reported that since the war started \$235,000,000 has been invested in this country in the manufacture of chemicals that we formerly im-

ported from Europe. A considerable part of the profits that have been earned in the manufacture of munitions has gone into the establishing of chemical industries in this country. It is already interesting to note that when a new chemical factory starts, the price of such chemical immediately declines. When the war is over there is a possibility of having a battle royal among the chemical Titans in this country. It will be a question of the 'survival of the fittest' in the chemical industry. Nevertheless, while this would be true in some lines, we still believe that after the first psychological drop when peace is declared there will be a prompt recovery of prices, even on chemicals, and that the adjustment to a normal level will cover a considerable period of time."

VIEWS OF PROFESSOR SELIGMAN

Commenting on the efforts of the Government to eliminate speculation, Professor Seligman remarked that the present system improves on former efforts to fix prices by setting a minimum in place of a maximum price, therefore offering an incentive in greater production.

"The high prices of the last few years," he pointed out, "are partly because of the upgrade movement in recent years. We might therefore expect a decline in time. But that is only the short time movement. The situation is complicated by the long time period. But economists have about agreed that the important factor in the long time change is found in the currency situation.

"Following the panic of '73 there came a gradual period of falling prices, culminating in '97. You all remember the political side of that situation. During a period of falling prices the community at large suffers as well as business. The silver agitation in the 90s was a culmination of the period of falling prices, and an attempt was made to ascribe the cause to silver.

"From '97 on there has been an increase in the gold supply, and

there has been a period of rising prices ever since, keeping pace with the increase of the gold supply. There always comes a period when the gold output meets with a stop. Rising prices of labor, materials, etc., make it no longer profitable to operate the mines. Equilibrium sets in, and prices go lower.

"It is rather a pretty question whether, had there been no war, the period of rising prices for twenty years since '96 was not about coming to an end.

"It is not hopeless to expect that human ingenuity can bring about a state of international affairs to eliminate this tendency.

"This, then, was one cause of rising prices at work, war or no war. To make the situation worse, now we have had the problem of the war thrust upon us. War always brings about an unhealthy condition of prices, due to inflation, unhealthy rises, followed by an equally great drop. And yet the agony of a slow, prolonged drop is worse than a quick fall.

"The causes for high war prices are different in different countries. One of them is simple to explain, and that is the amount of paper currency issued. Some have raised their expense money by taxation, some a little of it, and some none at all by this method.

"In England, Germany, France and Russia there is a forced paper currency. The situation in this respect is pretty bad in Germany, but not so bad as we may think, because it serves the needs of an augmented population in conquered territory. In France there has been an immense increase of paper.

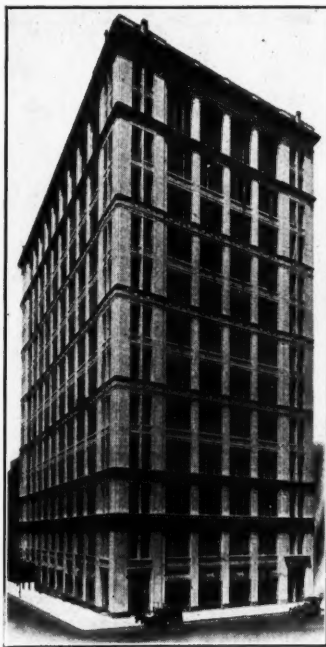
"We fortunately have not gone over to a period of fiat paper money, such as we had in the Civil War. We hope we won't have to, but we can't tell what will happen if the war continues.

"We always will have high prices in war, because we use our credit functions more extensively than in peace times. There is an

(Continued on page 25)

Tenth Avenue at 36th Street

Telephone Greeley 2840



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LONDON, ENG.,

10 Norfolk Street, Strand.

Members of Audit Bureau of Circulations.

Ten Billions in One Pocket

And ready to spend.

This is the Golden Apple with which the Greater South tempts the National Advertiser today.

Five Billions in Agricultural yield.

Five Billions more in manufacturing and mineral yield.

Ten Billions in all—an average of \$1650 for every Southern family.

And this does not take into consideration the millions of dollars which the Government has spent for labor in building and equipping the thirty-three army camps and cantonments located in the South.

And every dollar a possibility for the American Advertiser through this Greater South's Great Newspapers.

The South's Newspapers alone reach the South.

They are what the Southern people read regularly. The South believes in them, and they are worth believing in.

Their loyalty, their integrity, their devotion to her welfare are above suspicion.

Rates are reasonable. Real co-operation givert their advertisers.

Write them direct or ask any Southern Advertising Agency for the information you wish.

ALABAMA

Birmingham Age-Herald
Birmingham News
Gadsden Journal
Mobile Register
Montgomery Advertiser
Montgomery Journal

ARKANSAS

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FLORIDA

Jacksonville Times-Union
Miami Herald
Miami Metropolis
St. Augustine Record
St. Petersburg Independent
Tampa Times

GEORGIA

Alhany Herald
Atlanta Constitution
Atlanta Georgian and
Sunday American
Atlanta Journal
Augusta Herald
Macon Telegraph
Savannah News

KENTUCKY

Lexington Herald
Louisville Courier-Journal and
Louisville Times

LOUISIANA

New Orleans Item

NORTH CAROLINA

Asheville Times
Charlotte News
Concord Daily Tribune
Greensboro News
Rocky Mount Telegram
Wilmington Dispatch
Wilmington Star
Winston-Salem Journal

SOUTH CAROLINA

Anderson Daily Mail
Charleston News and Courier
Columbia State
Greenville News
Spartanburg Herald
Spartanburg Journal

TENNESSEE

Chattanooga News
Chattanooga Times
Knoxville Journal and Tribune
Knoxville Sentinel
Nashville Tennessean and
American

TEXAS

Beaumont Enterprise
Beaumont Journal
Ft. Worth Star-Telegram
Galveston News

VIRGINIA

Lynchburg News

This advertisement written by the Thos. E. Basham
Co., Incorporated, Advertising Agency, Louisville, Ky.

THE NEW YORK TRIB-
UNE'S policy of guar-
anteed advertising is profitable
alike to the reader, the adver-
tiser and The Tribune. Profit-
able to the advertiser because

SECOND

*Your advertising statements are ac-
cepted as true—as you make them.*

*The Tribune reader is concerned
only that the thing advertised suits the
individual requirement. None of the
attention due your merchandise is
wasted in questioning your advertising
statements of quality, price or the
thing itself.*

All
merchandise
advertised
in
The New York
Tribune
is
GUARANTEED



immense increase in demands, coincident with an immense decrease in production, because of the number of men drawn from the rank of producers into the fighting forces, and the diversion of manufacture to war industries. There is a consequent dislocation of industry. It is not 'business as usual.' To win the war, business cannot be as usual, and if we want business as usual, we don't want to win the war.

"The present period of prices is only comparable to the prices in England during the Napoleonic wars. What's being done to check the trend? What is the meaning of the problem of fixing prices? How is it that old-fashioned theories are being upset? We used to learn at school that the Government must not interfere with prices: it's the forces of supply and demand that fix prices. Why is it, then, that every country, and we most of all, should go over with a sweep to a system of price fixing, and what effect will it have on future prices?

"The fundamental differences are two in number. Former methods and efforts failed because legislators undid with one hand what they did with the other. In the Revolution they poured in Continental paper currency, with the resulting inflation. To-day we fortunately have no 'paper mills' going, yet, grinding out fiat money.

"Another difference between our methods and former attempts that failed (whether we will succeed, I can't say) is that they try to eliminate speculation, but at the same time to increase production, by setting, instead of a maximum price, a minimum that sees that the producer is assured of enough stable profits to encourage him to raise more. The fallacy of the old system of maximum price fixing was that there was no incentive for the producer to send his stuff to market. The only chance of increasing production is to fix prices at such a liberally high figure as to encourage forced production. Instead of fixing a maximum price, set a minimum price.

"What's going to happen when peace comes? What are the facts regarding currency? If we issue billions of additional bonds and irredeemable paper money, the existence of a great mass of credit material may prevent a sudden slump in the market. To-day we have high prices of commodities, low prices of securities.

"If the war lasts long enough, I wouldn't be surprised by a long continued period of descending security prices, and high commodity prices. Taxes will be higher and higher in the next few years, and then we will have about come to the limit of our ability to raise money by taxation. We may be able to raise another billion by taxes on excess profits, and another on incomes. I wouldn't be surprised then to see conscription of wealth, inherited wealth, accumulated wealth. Then the future of the world would be different. It will be just as good a world to live in for the bright, intelligent man, but the situation will be different, with accumulated wealth exerting far less influence, and individual ability far more. If the war continues long, there is no doubt that the values of accumulated properties will be very much less.

"After the Napoleonic wars, prices fell with a thump, as low as sixty per cent. I do not try to predict that after peace comes there will be a disastrous fall in prices. I am inclined to believe that the situation may be as Mr. Norvell has pointed out, and that there may be a psychological decline, followed by a reaction upwards. Or it may be due to the approach of the end of the cyclical influence upgrade. But sooner or later normal conditions must come, and the question rests entirely on the degree of abnormality."

Patterson Agency Secures Lyon Dental Account

The advertising for 1918 of Dr. Lyon's Tooth Powder and Dental Cream, manufactured by I. W. Lyon & Sons, Inc., New York, will be handled and placed by the W. A. Patterson Co., Inc., New York City.

German Spies Use Classified Ads to Make Trouble for U. S. Government

Secret Service and Post Office Officials Engaged in Investigating Attempts to Arouse Race Antagonism Through Skilfully Written Copy

A U. S. Post Office Inspector is hot on the trail of advertisers who recently inserted in the classified columns of a New York newspaper a help wanted advertisement calling for Christian carpenters to work on the construction of "soldier camps." This is merely one manifestation of a general policy whereby Uncle Sam is mounting guard against German propaganda in advertising. The scrutiny of suspicious advertising is a sequel to the "censorship" of the news columns and editorial utterances of newspapers and magazines that is being systematically undertaken under the Trading-with-the-Enemy Act and other statutes enacted by Congress at the last session.

Officials of the U. S. Secret Service and the U. S. Post Office Department tell PRINTERS' INK that it is advertisements of the insidious type that are claiming the major share of their attention just now. That is to say, too, that it is the classified columns of the newspapers rather than regular display space that it is felt must be watched most closely. The page broadsides and other forms of extensive display that were flaunted so energetically in the days just prior to America's entry into the war have disappeared almost entirely from newspapers and periodicals. To be sure, this same sort of trouble-breeding copy is going out to the public in other forms of advertising, but there is mighty little of it in the second-class mails.

For newspaper propaganda the German spies and German sympathizers have evidently turned to the classified columns, and there is evidence of attempts to cover their tracks as much as possible. For example, the adver-

tisement mentioned would probably be passed over by many readers without arousing the slightest suspicion of ulterior motive. However, the Government sleuths see considerable significance in that it was circulated in a community having a large Hebrew population, and was cunningly devised to create the impression that the Government in hiring help for its camp and cantonment work, was pointedly discriminating against Hebrews. Not only has there never been any such discrimination, but in the particular case in evidence the whole advertising plan was fraudulent.

CERTAIN BLIND ADS APPEAR SUSPICIOUS

While the Government cannot show its hand at this juncture, it is no secret that other classified advertising is being given the "third degree," and additional investigations are in prospect. Judge Lamar, solicitor for the Post Office Department, tells PRINTERS' INK that he is extremely suspicious of certain types of blind advertising that have recently appeared in the classified columns of the German language papers, and he intends to institute a full investigation. However, he has had his hands full with the organization of the vast new force of readers, translators, etc., who are to comb the foreign-language press for insidious utterances, and the force thus far assembled has been kept so busy censoring the reading columns that there has not been opportunity to bestow upon advertising sections the close inspection that they will receive a little later.

Judge Lamar declares, however, that he is simply amazed at

the number, variety and ingenuity of the German propaganda schemes that, driven for the most part from the newspapers and periodicals, are now being promoted by direct-by-mail advertising. In many instances it is proving exceedingly difficult to trace the origin of or to block such an advertising campaign, especially when the "chain letter" expedient is employed, as in the case of the "prayer for peace" that is now being circulated.

A large proportion of the direct advertising that is now being employed in German behalf has obviously been planned, too, with a view to evading all Governmental restrictions or making it extremely difficult for Federal officials to draw the line in the matter of exclusion from the mails. For the most part this circularizing is not frankly incendiary in purpose, but is designed rather to breed discontent on the part of the public, and to beget dissatisfaction with the Government, and with the conduct

of the war. A sample of this class of propaganda is found in the thousands of letters, ostensibly signed by Food Administrator Herbert Hoover, that have been mailed to residents of the Middle West apprising them that the Government was about to confiscate foodstuffs, canned or preserved, for home consumption, and that there might be anticipated an early call from a Federal official who would make arrangements for taking over and transferring to foreign account the store of eatables accumulated by the thrifty housewife at much expenditure of effort.

Government officials whose duty it is to scotch the German plots and plotters that employ advertising, give considerable credit for assistance to publishers and advertising agents, although it is intimated that yet closer and more effective co-operation would be welcome. Not a few newspaper publishers have made it a practice for some time past to turn over at once to the Secret

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

Service or to the Post Office Department every communication that could by any stretch of the imagination be accounted suspicious, and this vigilance has nipped in the bud many a scheme.

Henceforth classified advertising both in magazines and newspapers is to be watched not only for trouble-breeding advertisements of German inspiration, but likewise for seemingly innocent and legitimate advertisements that might serve as a means for conveying military or other information to our enemies. Uncle Sam has had ample warning of the menace that may lie in this quarter, for such misuse of advertising as a means of conveying code messages, etc., was practiced extensively in Great Britain in the early days of the war, and probably is yet made to serve the purpose of German spies in England.

In view of the greater ease with which British newspapers and periodicals can be transmitted to neutral countries contiguous to Germany and the more extensive use of "personal" advertisements in the columns of the London daily press, it would appear that American newspapers could never be so readily available as channels of communication for spies. On the other hand there must be borne in mind the peculiar opportunities in a prolific foreign-language press. Some American papers are doubtless getting through to Germany just as some German publications are getting through to the United States without recourse to "the underground." Officials have reason to suspect that some use has already been made of classified advertising printed in the United States for transmitting spy messages, and watchfulness on this "outlet" is to be increased. However, when the advertisement has been printed the harm has been done. It is the advertising man who turns down a suspicious advertisement who has rendered the best service as a foil for the spy.

When the attention of the advertising manager of the New

York paper in which the advertisement appeared was called to the matter he made an investigation. He found that the ad had been received from a labor employment agency that had advertised in the paper many times before. The clerk had no hesitancy in accepting it as help wanted advertisements in which Christians were given the preference were not unusual. Inquiry made at the agency showed that the camp where the carpenters were to be employed was Camp Merritt near Tenaflly, N. J. Major Daniel J. Stivers, who is in charge of the building of Camp Merritt, declared that no carpenters were wanted as the work was nearly completed. Moreover, it had never been the policy of the Government or of the contractors to make any discrimination in regard to race, creed, or color in hiring workmen. MacArthur Brothers, the contractors, made a similar statement. It was quite evident, therefore, that the sole purpose of the advertisement was to arouse the antagonism of Hebrew workmen against the Government.

All of the New York newspapers watch their classified advertising columns with careful eyes. One popular classified medium rejects sometimes as high as fifty ads a day that are offered for insertion because they are of an objectionable character.

After being accepted the advertisements are critically examined in the composing-room to see if by chance any have been taken that should be rejected. Another paper exercises a rigid censorship of its advertising columns. Every clerk has a list of the kind of advertisements that will not be printed in that newspaper. If any of this class should slip through a reader who does nothing else but censor advertisements would catch them before they were published. In addition there is a standing reward of \$1 which will be paid to any proof-reader who discovers an objectionable advertisement on the galleys. In other newspaper offices similar precautions are taken.

Some Comparative Percentages:

Population of Baltimore City

Sept. 1, 1916	- - - -	600,000
" 1, 1917	- - - -	640,000
Gain in population	- - - -	40,000 or 6%

Combined Daily Circulation of the

Sun, American, Star and Evening Sun

Oct. 1, 1916	- - - -	287,087
" 1, 1917	- - - -	306,990
Gain	- - - -	19,903 or 7%

Daily Circulation of THE NEWS

Oct. 1, 1916	- - - -	73,817
" 1, 1917	- - - -	90,656
GAIN	- - - -	16,839 or 23%

Combined Sunday Circulation of the

Sun and American

Oct. 1, 1916	- - - -	199,037
" 1, 1917	- - - -	194,516
Loss	- - - -	4,521 or 2%

Sunday Circulation of THE NEWS

Oct. 1, 1916	- - - -	67,313
" 1, 1917	- - - -	75,590
GAIN	- - - -	8,277 or 12%

The percentage increase of the Combined Dailies is approximately 7 per cent and the population 6 per cent, so in the daily field the competitors of THE BALTIMORE NEWS are only keeping up with the population while THE NEWS gained 16,839 copies daily or 23 per cent, which is practically four times greater than the percentage gain of population and more than three times greater than the percentage gains of all the other Baltimore daily newspapers combined.

November Average Net Circulation Sunday NEWS
over 100,000

For Better Business In Baltimore Concentrate In

The Baltimore News

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

Frank A. Webb
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

McCall's Magazine

will be changed to the
800-line page, beginning
with the April Number

The McCall Company

A handwritten signature in dark ink, reading "R. C. Allison". The signature is written in a cursive style with a prominent horizontal line underneath the name.

Advertising Director

Production Encouraged by Advertising "Markets" to Farmers

Profits in Live Stock, Because of World Shortage, Pointed Out to Canadian Farmers

By Harold C. Lowrey

SO much advice—good, bad, and otherwise—has been handed out to the farmer since the food situation has become critical that the farmer abhors the very suggestion of advice. The efforts to increase production have been seriously hampered by the ill-advised actions of organizations, whose intentions were all right, but whose advice was impractical. The farmer was urged to do this, then do that, till he got disgusted with the whole propaganda, and decided to go back to the old methods. "For," mused he, "these here city

folks are getting all heated up over producing more food, but when it comes to getting in the crops they let us farmers do the work while they lay in bed till noon, and then carve off a fat profit on our work." That about sums up the attitude of the farmer, and while he didn't "strike" he became indifferent to the needs of the hour, because there was no adequate appeal to his intelligence.

This was the problem facing the Canadian Department of Agriculture this fall. Something had to be done. Quick action must be secured. So advertising, which has proved efficient in similar crises, was again employed. Instead of handing out advice to the farmer, or appealing to his patriotism, or telling

him that it was "up to him to get busy," the copy plays up the possibilities of the market due to the stupendous shortage of live-stock. The farmer is being treated as a business man, and the Government is seeking his co-operation on that basis. By arousing the farmers' trading instincts through the appeal of prospective profits the Government is making a point of contact that farmers cannot resist.

Then to make this appeal more effective, the Government has just announced an Order in Council which will effectively regulate

Meat Shortage Critical Quick Action Needed

"Since the War the live stock herds in Europe have decreased by 115,000,000 head. No one can say to what extent the breach of the Italian front may make possible by food shortage. France requires increased supplies unless the women and children are to suffer from hunger. The Allies look to Canada and the United States to ease the situation which today is grave. We must and will save it. The demand for meat and the fact of depletion of European herds is a guarantee of high prices. Steps have been taken to secure fair treatment to the producers."

W. J. HANNA,
Food Controller of Canada.

Mr. Hanna is working in co-operation with the Food Controllers of Great Britain and the United States. He, more than any other man in Canada, knows the needs of the Allies. His statement shows the seriousness of the meat situation. The question is: How can the shortage best be met?

The speediest way to relieve the critical situation is to greatly increase the production of hogs.

Swine, on account of being prolific and growing to marketable size rapidly, will produce meat more quickly than any other kind of livestock, because 1,000 pounds of dressed meat is a

moderate estimate of what can be produced from one sow in one year. As it is a large quantity of meat that is needed, and needed quickly, the Allies look to the big raisers of Canada and the United States to meet the situation.

The Dominion Department of Agriculture and the Agricultural Departments of the Provincial Governments are co-operating to secure the interest and action of the Canadian hog raisers. The Food Controller states that any long term taken to secure fair treatment to the producers. This will be explained in a further advertisement. The point the Government wants to impress to-day is to

Save the Young Sows

Great Britain has almost doubled her imports of bacon and hams since the war, importing over one billion pounds since last year. There has been no increase in the production of Canadian hogs to meet this situation. The killings in Denmark have decreased 40%. The receipts of hogs at Stock Yards in the United States for the eight months ending August 31st, 1917, show a decrease of 3,700,000 compared with the same period in 1916, while the month of September, 1917 (the latest month for which figures are available) shows the great decrease of 800,000

compared with September of 1916. These figures emphasize the pressing need for a great increase in the production of hogs and indicate a safe and profitable market.

The enormous consumption of the Allied Armies is sufficient to steady and maintain the bacon market at a high level. The British Army alone calls for one-quarter of a pound of bacon per man per day. Multiply this by millions of fighters and some idea is given of the need for increased production.

The fighters, and the women and children of Britain, France and Italy urgently need more meat. Canada can help supply it. Save the young sows.

Dominion of Canada Department of Agriculture
LIVE STOCK BRANCH
OTTAWA

COPY TO AROUSE FARMERS TO GREATER LIVE-STOCK PRODUCTION

the profits of the packing houses and ensure for the farmer a fair proportion of the spread between the live-hog price and the price of bacon. The profits of the packing-houses are to be limited to two per cent of the total sales during any one year. If this two per cent on annual turnover exceeds seven per cent on the actual capital invested in the business, the profits are to be further restricted as follows:

"(a) Up to seven per cent the packer may retain the profits.

"(b) If profits exceed seven per cent and do not exceed fifteen per cent, one-half of the profits in excess of seven per cent shall belong to the packer and the other half belong to the Government.

"(c) All profits in excess of fifteen per cent shall belong to the Government.

"Suitable regulations to insure the carrying out of this policy are being devised."

This announcement is part of the advertising campaign promulgated by the Department of Agriculture. The action was taken after due deliberation. The conferences between the Government and its advertising council and the farmers of both Eastern and Western Canada showed very plainly that such a course must be taken if the farmers were to be induced to co-operate. They simply balked at doing all the work and the packers reaping the major profit. The farmers won.

AIM OF THE CAMPAIGN

The campaign differs from former ones in many ways. It does not seek to induce more farmers to raise stock, but rather to induce the present raisers of stock to raise one or two more litters in the season. The slogan "Save the young sows" is aimed at the common practice of sending to slaughter at this time of the year all the mature stock. By capitalizing the profits to be made by retaining the young sows for another season, it is thought that the shortage will be overcome and overcome quickly. There are

nearly thirty-three million less hogs in the world now than before the war. The consumption of bacon in the Allied armies is one-quarter pound per man per day. The imports of bacon into Britain in 1913 was 638,000,000 pounds. This jumped to 1,006,000,000 pounds in 1916, and has been substantially increased again this year. Thus the farmer is assured of a constant market.

This campaign will run for eight weeks. Full pages will be used in all the farm papers. Space of about 700 lines will be used in a selected list of small town dailies and weeklies. The same space will be used in those metropolitan dailies which have farm pages or farm circulation. No attention is being paid to suburban farmers as it is not considered possible to increase hog production through their efforts. Furthermore it would be uneconomical, unsanitary, and too slow to meet the present crisis.

This campaign has been criticised from the angle that playing up the prospective profits will induce the farmers to demand extortionate prices for their stock. Possibly such an eventuality may develop, but the Government possesses the remedy in the Allied War Purchasing Commission without whose license no pork products can be exported. Therefore the campaign is conforming to the dictates of modern merchandising and business strategy. The Province of Ontario, Department of Agriculture, is supporting the Dominion campaign with advertising in all the Ontario mediums on the Dominion's list.

Accessions to Ruthrauff & Ryan, Inc.

John A. Butler, former copy director for H. W. Kastor & Sons Advertising Company, and more recently with Vanderhoof & Company, Chicago, has joined the copy department of Ruthrauff & Ryan, Inc., New York. Other recent appointments to this department are William Patten, who has been associated with the advertising of the Encyclopedia Britannica and Emery E. Hill, until recently assistant with the National Cloak & Suit Company, New York.

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The Story of the British Fleet In Action



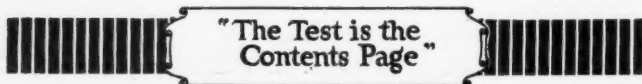
Tell your story with this story
and the biggest audience
of progressive readers
in the country will read it





THE British Fleet has broken into the newspapers in a big way but once. Then we read a brief account of the bull dogs of the greatest fighting machine in the world legging it across the misty depths of the North Sea to their fringe of scout cruisers battling with the German Fleet. They who toasted "Der Tag" ran like the wind when the day had come! The story of that Battle of the Mist and the British Fleet will be told in the Metropolitan by one who is there — "Bartimeus," a writer of power and an English Naval Officer.

The War is commanding much space in the pages of the Metropolitan these days. And in thoroughly and interestingly covering the great struggle the Metropolitan is responding to the thought stimuli of its over 450,000 progressive buyers.





"Bartimeus"

LEWIS A. D'Á COSTA RICCI, chose the non de plume "Bartimeus," the blind man of the Bible, remembering his midshipman days when he feared the light had failed. Under the care of skilled oculists he escaped the terror of blindness with the sight of but one eye lost.

Ricci is a paymaster in the Royal British Navy and just before the war became known as a writer. When those wonderful yarns "Naval Occasions" were published it was Rudyard Kipling himself who sent "Bartimeus" a letter of congratulations. A quarter of a million copies of this book were sold in England.

"The Sure Shield" is Mr. Ricci's first long story and he is extremely enthusiastic over it.

**"The Test is the
Contents Page"**



THE kind of preparedness we believe in having is that which was shown by the British Navy in this war.

The true course is not to wait until the attack begins before assembling our weapons and our men, but so to plan, organize and administer the raw strength of this country that in the matter of military and naval preparation we shall always be in a position to defend our rights.

To this end we constantly urge our readers to consider not only the need of creating an Army and strengthening our Navy for the work now in hand, but also to think deeply how we may maintain a constant state of disciplined strength. There is no other way to peace.

W. D. Whigham

PUBLISHER OF METROPOLITAN

Seven months after we increased the price of the Metropolitan to 20c a copy, we sold net 10% more of the 20c September, 1917, Metropolitan on the newsstands than we did a year ago at the 15c price.

"The Test is the Contents Page"

Finding a New Market for a Specialty

How the Gem Sterilizer Found Outlet in Hospital Field After Being Limited to Barber Shops

THERE are undoubtedly thousands of products which are being used in a limited field, but which could be utilized profitably in many other fields. The market has been only partly developed.

Sometimes the manufacturer appreciates the fact that he is making use of only a part of the possible market, and is merely awaiting a favorable opportunity to develop the remainder by means of increased manufacturing facilities, additional working capital, etc. Sometimes, on the other hand, he does not know of the market which exists outside of the limited field in which he is working, and stumbles upon it by accident.

Again, the development of a new or hitherto unexploited division of the market often calls for new selling arguments, based on a different application of the product to the field. That is, the same machine or appliance may be used for different purposes in different sections of the market, and successful development of new sections depends upon finding the right sales angle for each possible use.

All of these features have come to the front in the development of the business of the Republic Manufacturing Company, of Cleveland, which manufactures the Gem sterilizer. This product was originally designed for use in barber-shops,

and is still being sold there in large numbers. But study of the possible market led to the chief emphasis being placed upon sales to doctors and hospitals, and to the development of an entirely different line of argument, of course, from that originally employed.

The Gem is a steaming device

The Gem was a Feature of the A. H. A. Convention

HOT PACKS IN A JIFFY!

Mount Sinai Hospital, Lake-side Hospital, Cleveland State Hospital, The Florence Critchfield Home—all of Cleveland—prepare the hottest, hottest hot packs you ever saw by using the Gem Sterilizer. All say "it is a tremendous aid—that it saves the nurses considerable time."

—"Hot it has paid for itself." One says: "I would not be without the Gem for much less than its cost." Another enthusiastic user says: "We save sterilizer more articles in 4 hours than formerly in 2 days."

You too, will endorse the Gem with glowing testimony if you but give it a trial in your hospital.

No-Wringing—No Scalding of Hands—No Discomfort to Patient

Do not hamper your work by continuing preparing hot packs in the old, obsolete way. Use the Gem and get clean, dry, thoroughly super-heated applications—ready for instant use. You can also sterilize gauze, glass tubes, etc. And get a gallon of distilled water a day from the Gem.

Once you realize the utter ease with which hot packs are prepared, you will never tolerate your present methods. The Gem is needed in every hospital, regardless of the number or kinds of sterilizers now in use.

Write for prices and our special pamphlet "trial offer" which gives you the privilege of returning the machine after this period if you are not totally satisfied with it. Do not delay. Write us today.

The Republic Mfg. Co.
418 Huron Road
Cleveland, Ohio

The Gem Electric Sterilizer Highly Patisant

HOSPITAL-JOURNAL COPY, SELLING A SPECIAL SERVICE

heated by gas or electricity, and was originally invented by a barber for the purpose of heating towels. He developed business on the product only in that field, and when it was turned over to the Republic Manufacturing Com-

pany that was the only trade which had been cultivated. H. C. Crowell, sales manager of the company, said that it was some time before those connected with the company realized its possibilities in other directions.

"Our attention being focused on the barber trade," he said, "we did not appreciate the fact that there might be important uses for our machine in other lines. As a barber-shop equipment, the Gem is used for preparing towels, a service which is not apparently connected with work in other fields. But in going about I noticed sterilizers in doctors' offices, and occasionally saw medical-journal advertising of sterilizers, and began to wonder if there might not be an opportunity in that direction for the sale of our product."

Investigation showed that most of the hospitals have large sterilizer rooms adjoining their operating rooms, in which high-pressure steam sterilization is provided. Obviously there was no use here for the modest little Gem, which operates at low pressure, and which could hardly be used for the sterilization of large quantities of closely packed surgical dressings. But when the machine was shown to some of the local hospital superintendents, they were interested, because it appeared that it would enable certain classes of work, for which the larger equipments were not suited, to be taken care of.

"I think I'll try out this machine for the preparation of hot packs," a superintendent told Mr. Crowell. "Send it out and we'll see what it can do."

The test along this line was so successful that the hospital later ordered five more, demonstrating to the company that there is indeed a market among the hospitals, but showing that the market was not strictly in the sterilizer field which had been pre-empted by the manufacturers of the larger and more expensive high-pressure apparatus.

The company began advertising in the hospital publications at about that time, and though at

first the product was put forward as the Gem "sterilizer," it was soon found advisable to lay the greatest stress upon the use of the product in the preparation of hot packs. The copy was so written that the hospital superintendent was not permitted to think of the Gem merely as a sterilizer, as he would then be sure to make a comparison with other equipment of that kind.

The method of approach shown in the hospital-journal advertisement on the preceding page, coupled with the plan of offering free trial, was found to be exceedingly effective in getting hospitals interested in the product, whereas the field would have been a hard one to sell if the Gem had been offered as something like the equipment already in use. Success was won by finding the special service the product could offer which was not already being provided by the equipment originally installed.

In the general medical field still another sales angle has been used. The average doctor is not using a sterilizer in his office work, and hence must be sold on the value of such equipment. The Gem, because it can be operated by gas or electricity, and because of the wide scope of its use—sterilization of instruments, tubes, dressings, etc.—is well adapted for office work, and the medical-journal copy is along general lines.

As the company has been selling through specialty salesmen and by mail, the copy has been written along inquiry-producing lines, and special attention has been paid to follow-up. A series of three letters is sent to each prospect, and the variation in the sales arguments outlined above is carried out in these letters.

The experience of this company seems to suggest that manufacturers looking for broader markets must not only find the field, but develop the special argument which will give their products individuality and provide the necessary appeal to put them across to new buyers.

Casting Up Accounts on Recent Political Advertising

A Survey of Advertisements Run in the Primary Campaigns—Why Is the Average of Merit in the Copy So Low?

By Simon Barr

Of the Editorial Staff, *Municipal Journal*, New York

A SURVEY of the hundreds of ads published in the recent primary campaigns is of more than curious interest. It suggests whither we are tending in our political advertising. This class of advertising has been steadily increasing of late years. Has any progress been made? If betterment can be made, how? To determine how, we must have the facts, and this analysis of 200 or more ads may serve a constructive purpose.

The ads were not hand-picked—just dissected as they came to the desk. Eliminating duplicates, 225 were laid out and of these twenty-five were set aside because they were for groups of candidates on tickets and therefore not really primary ads or because they were against candidates without indicating whom they favored. The remaining 200 were analyzed and every appeal in each recorded in order of prominence or emphasis.

The point most dominating was designated as the "primary appeal," the next most accented as the "secondary appeal" and the others occurring recorded without rating. In addition, each ad was measured, observed for illustration, layouts, slogans and heads, "form" and similar mechanical details. The ads ran in size from one inch single column to full pages, with fairly even distribution.

Portraits were found popular, appearing in over sixty per cent. But the cuts were regulation newspaper half-tones, mostly square, with a few ovals—and almost none daring to put a little life into them by silhouetting. Only five ads used illustrations other than portraits and of these only one had a little drawing. In no ad was there a striking action

picture. Six used the line on the ballot showing the candidate's name marked with a cross.

Over thirty per cent of the ads, or sixty-one, were announcements or cards calling attention to candidacy. Of these, forty-five were frankly cards and nothing else, and sixteen had a few extra meaningless words. Of the 200 pieces of copy, only eighty-two used a "head" to the story other than the time-honored "To the voters," "Vote for —," and similar snappy attention-compellers. A slogan was used in thirty-four ads, or seventeen per cent.

TESTIMONIALS ARE THOUGHT EFFECTIVE

The testimonial or endorsement form, represented by letters of eulogy from influential individuals, quotations from newspapers or statements signed by a number of backers was used in twenty-one ads. In one ad a full page was used with a few words signed by 1,620 names. One candidate offered a guarantee—a \$40,000 bond "to carry out an agreement with the people that only decent and competent officials would be named by him if elected." Another filed a written pledge to save \$20,000 in salaries in the offices. In five ads voters were asked to come to a meeting—the political equivalent of "Send for our literature" and "Come in and look around at our stock." There was naturally a bigger proportion of the card form of ad among those of smaller space, and since all political ads possible go on one page, the resulting ensemble is as thrilling as a want ad column.

One wrote a "poem"—and a bad one.

The most popular slogan was "The People's Candidate" and

then came "Always at Your Service." Other slogans were: "A Business Man, Not a Politician," "Raise the Standard," "I Am Not An Experiment," "Safety First," "The Soldier Candidate," and "Cooperation—Efficiency—Progress—Harmony." An interesting slogan was "Give the Young Men a Chance"—and this, incidentally, was the plea of Mr. Olde. Less than one-fourth of the slogans contained the candidate's name—apparently slogan-making is a mystery to political advertisers.

But no matter how good the copy is—or whether there is any at all—it's the writing on the dotted line, or the cross in the square, that counts. Without it there is no "sale" and the voter is a dead prospect for a few years more. Getting out the vote is therefore one of the biggest selling problems, particularly of the primaries—and there are no special coupons, trading stamps or bargains to draw the crowd. For this reason some of the ads feature the date of the election in some way and exhort the voter to do his duty. Seven of the ads made this the main copy theme; in one case it was a secondary appeal and it was emphasized in five others—a total of thirteen, or six and one-half per cent. It is interesting to note that the three ads which had "art work" in them featured the day as one of the most important appeals.

In over thirty per cent of the ads, those in "card" form, as has been recorded, the candidate urged that he be nominated because he was running. "You know me, Al." Sometimes Al did, sometimes he didn't, and sometimes he knew, but cut the aspirant dead. In the other seventy per cent of the ads the prospective leaders of democracy bared their lives and souls in reasons for nomination—or else they found themselves with space which couldn't all be filled with their portraits, so they had to say something.

"The Peepul!" In that cry seems to be victory. Apparently politics has not yet reached that stage where either voter or candi-

date takes it for granted that men are elected to office to represent the people. Either we haven't much faith in our representatives, or they haven't much in themselves or they haven't much in each other. The very quality which should be unquestioned becomes the principal issue of political campaigns. In thirty per cent of all the ads, or forty-five per cent of those which offered any reason at all, the "people vs. the political boss" was considered an important claim for a vote. "I am for the people!" "I am not a practical politician!" "I have no boss!" "I have made no pledges other than those to the people!" "Smash the city hall gang!" These are some of the most popular rallying yells. "Make the city safe for democracy"—or the Democrats—seems to be replacing the formerly effective "Of, by and for the people" of the old-time spellbinder.

THEY ALL LOVE THE "LABORING" MAN

In industrial cities (and what city will nowadays admit that it is not one?) the labor vote is often "the vote." The man who is known to be antagonistic to labor, to be an indifferent good employer, or even merely not a labor man, is running for office backwards. The union official, the card holder, the benevolent employer, the favorable sheriff—all display their friendliness to labor. Some campaigns, in cities like Scranton, for instance, are run entirely on this issue—in some cases to such a great extent that being in good standing with labor is taken for granted. In pleas for the labor vote the candidate waxes most eloquent and some of the strongest copy is directed at the working men. "When the miners' condition was hardest, he was one of them and fought in the front trenches," says one candidate, a union official. Another "believes in raising the wages of working men in the employ of the city instead of the chair-warmers with a soft snap, as it takes as much to

(Continued on page 45)



NUGENT'S

Specially Features
Infants' and Children's Wear
in every second weekly
issue

Let NUGENT'S help build
your business during 1918

THE ALLEN-NUGENT CO.
NEW YORK

CANADA MONTHLY

Is Coming Out Every Week

Vanderhoof, Scott & Co., Limited, Toronto, Publishers of Canada Monthly, announce that at last Canadians are going to have a real Canadian National Weekly Magazine. Beginning December 15th, Canada Monthly, with all its national popularity and prestige, is coming out every week—bigger and better than ever before, with an increased circulation.

Your next door neighbor wants to buy your product

Why chase half way round the world to increase your sales, when you have a prosperous, wealthy next door neighbor ready to buy—a profitable sales opportunity at your door with no physical, monetary or lingual barriers to cross.

CANADA WEEKLY

Is Its New Name

Canada buys \$600,000,000
annually in the U. S.

You will find a ready market for your products in Canada. Today—after three years of war—Canada is more prosperous than she ever was before the war. Other United States Manufacturers are increasing their sales and profits in Canada—why not follow their lead and get yours?

HOW? By advertising in Canada's own advertising media.

Reliable information for the asking

Manufacturers, Jobbers, Wholesalers, Bankers, Insurance Corporations, Sales Organizations, Executives, Sales Managers, Advertising Managers—tell me your problems.

For 17 years I have known Canada like you know your own front hall in the dark. Write me at once and I will give you absolutely authentic information and apply it to your own particular needs without promise or obligation on your part.

ERNEST H. LAWSON, BUSINESS
MANAGER
Vanderhoof, Scott & Co., Limited, Publishers
35 LOMBARD STREET
TORONTO, ONTARIO, CANADA

New York
Whiting's Special Agency
343 Fourth Ave.

Chicago
Archer A. King, Inc.
1851 People's Gas Bldg.

Even Ben Franklin Demonstrated that A House Organ Pays

**"Sure,
it paid in
Franklin's
time, but does
it pay Today?"**

Here's your answer
by a few of the many
nationally-known
firms who issue House
Organs:

Eastman Kodak Co.

"We are quite positive that our house organs are worth all their cost to us, and more."

The Three-in-One Oil Co.

"Dealers read 'Three-In-One Sense.' We employ no salesmen."

United Drug Co.

"One item, which we have featured in our house organ in a small way since last March, has shown an increase of 35 per cent."

G. E. Marsters, Inc.

"I believe it is our main asset in an advertising way, and brings in more real business than we could get in any other manner."

E.F. Houghton & Co.

"We obtain a larger amount in profits from sales through it than by any other selling expense."

TODAY you think of "Poor Richard's Almanac" as classic literature, but it was only a House Organ when Franklin was publishing it. It was the first House Organ issued in this country. It wasn't written to be classic literature—it was gotten out as business literature to boost Franklin's printery.

There are a lot more House Organs today than there were in Franklin's time—and they're all making good. There would be more of them if there were enough Ben Franklins to handle them.

The fact that you or your organization is too busy to handle it should not stand in the way of your desire to get out a good house organ.

When you intrust your House Organ to the ARROW PRESS you place it in the hands of men who are specialists in this field. And your publication will be under the personal supervision of GEO. F. WILSON, the foremost authority on House Organs. And on the same staff is GILBERT P. FARRAR, whose commanding position in the field of Typography is definitely fixed.

Let's get together on your House Organ. Write, 'phone or call.

ARROW PRESS, Inc.

Direct Advertising

322 West 39th Street, New York

Telephones: Greeley 329, 330, 331

keep one man from getting hungry as another." But the masterpiece of vivid sympathy is in the ad of a millionaire candidate—"He knows what it is to wipe the sweat from his forehead; to feel the blisters on his hands; to go to bed nights with his bones sore from a strenuous day's labor. Men with the overalls count on him. He never forgets the old friends of the blue-shirt days."

If a man's ancestors have lived in a certain town it makes their descendant a better candidate, according to many ads. "Vote for your neighbor"; "a life-long resident"; "born in the county"; "let our town be represented"—all these are potent.

The business man is coming into his own and it is interesting to observe that more business men are coming to run for office and to run on their business record. "The city's business needs a manager" and "what he has done for himself he can do for the city" are attractive phrases urging a business man's nomination.

"Sure to win"; "the strongest candidate", "our next mayor" and similar optimisms seem to be unexpectedly popular. Perhaps the candidate likes to kid himself or wishes to discourage the other fellow or believes that the crowd likes to root for the winning team—in any case it is used too often to speak well for the intelligence of the voters.

"Training and education" do not seem to be especially desirable in a candidate. Legal training is naturally most popular and then comes business education. One candidate believes he should be nominated for coroner because "A physician and a Democrat should have the office this time." He shows clearly the need of a medical training in determining causes of death, but a careful study fails to disclose the assumed superiority of a Democrat as a death investigator.

Apparently being the oldest candidate was twice as popular a qualification as being the youngest—though neither one appears to be a very convincing reason.

Promises are almost as popular as virtues and the more vague the promise the more popular it is. One-third of the ads pledge themselves to vague improvements without defining either problem or solution, while only twenty-three per cent make a decided stand on definite questions and make an attempt to specify just what they will try to do. "Efficiency and economy," which was out-worn at the time of the earliest auto ad, is now in its full flush in politics. Everybody must promise efficiency and economy—"a business administration"; "tremendous saving to the taxpayers"; "relieving the burden of the taxpayer"; "a hundred cents' worth of service for every dollar spent"—the variety is unlimited. The "clean" city—morally—is also promised. It is a saving sign of hope and a relief to note that the candidates feel that these vague promises are nothing to get excited about and that in most cases they are merely mentioned.

Where the candidate has something to say he usually makes the most of it. This is also due to the fact that where politics center around definite problems they become "issues." In six cases municipal ownership of public utilities was brought up. In smaller municipalities and counties it is of importance if an officeholder promises to devote his entire time, but apparently this is not a primary matter.

PERSONALITIES CREEP IN

Most of the excitement of political advertising, the thrills of which are almost entirely lost in ordinary merchandising advertising, is in "getting" the other fellow. It's a case of either you or one of a very few others—which serves to concentrate the acid of attack. In fifty-five "appeals" the competition was recognized and in thirty-nine there were direct drives at the other side. In eighteen "appeals" charges were refuted and in the remaining seven the candidate assumed an aura of spotless virtue and frigid detachment and praised himself for con-

ducting "a clean campaign." It requires a super-expert word chemist to draw the line between mudslinging and controversy, but it is something of an encouragement to one's faith in political human nature to find that sixty-three per cent of these attacks are backed by some attempt at evidence.

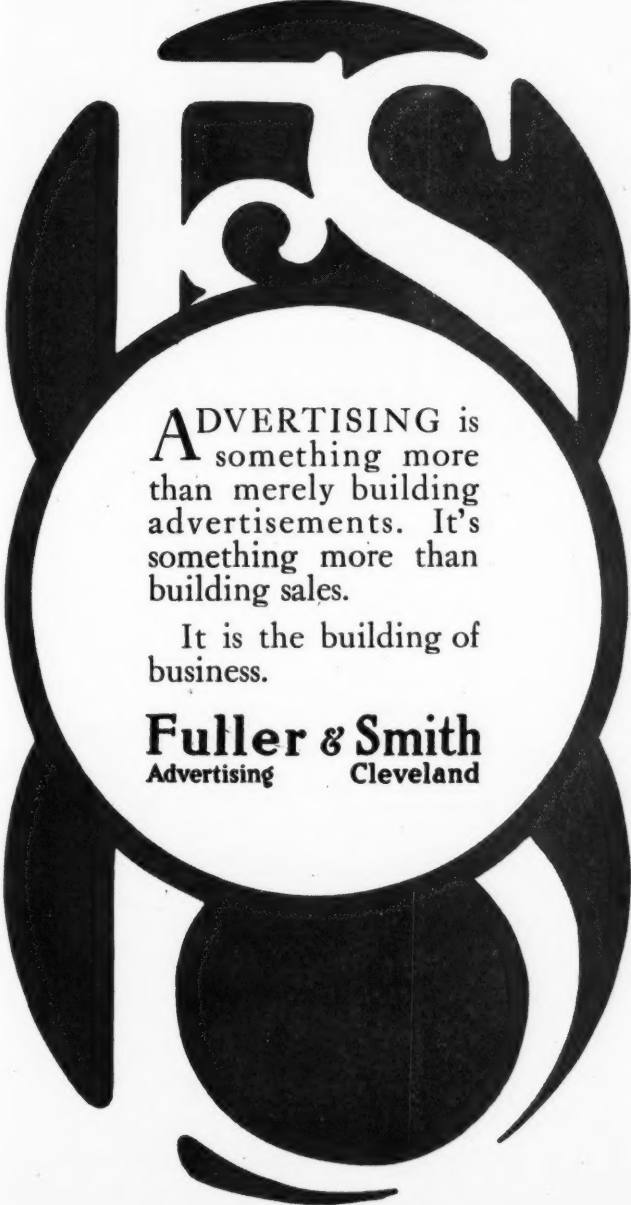
Sometimes we can be thankful for an ad which adds to the gaiety of the nations—like the one in the Hazleton campaign for the mayoralty nomination. It shows pictures of two automobiles and says "James G. Harvey, mayor and candidate for re-election, saved \$10 by using two automobiles for months on the license of one. He was arrested and paid nearly \$30 in fines and costs. Some saving. Investigate! The same principle applies to your city taxes. It is time to stop the leaks." Some of the candidates cannot forget that they are paying for the ad. One says: "We print it here for the enlightenment of the voters, notwithstanding the fact that it costs us \$1.40 an inch to do so." Another makes advertising an issue: "Do you know that the sheriff of Allegheny County places \$30,000 worth of newspaper advertising each year? Will it be handled judiciously during the next four years? Do you know that the daily and Sunday papers (one excepted) have either refused my advertising contracts or used the prohibitive rates of \$7 to \$10 per inch to keep the people unacquainted with my candidacy? The reason is apparent—I am not a newspaper candidate." One calls another an "inkfish" for advertising—and does it in an ad.

In Dayton the campaign was of nation-wide significance. Dayton is the chief exponent of the city-manager plan, which was put to the test of public opinion. Although elections are supposed to be non-partisan, the Democrats put up a ticket of their own to oppose the present commissioners. While the Democrats claimed to stand for the manager charter, they were accused of trying to gain control of the government

for the old machine gang. But there entered a complication—the Socialists. They were known to disapprove of the manager government. The present administration was backed by John H. Patterson, of the National Cash Register Company, and other business men who had led in the inauguration of the manager form. Three business men ran on the Democratic ticket. The Socialists did not advertise, while the present non-partisan administration ran an excellent campaign telling the people of its record. The movies were freely used, twenty-two films being shown in the theaters, the daily change of programme being advertised in newspapers without any political copy. One of the full-page ads was headed "Non-Partisan Government Benefits All the People" and showed in "before and after" pictures the improvements made by the administration in child welfare, workhouse reform, recreation and garbage collection. Another page made skilful use of figures, a sketch map of the city being divided into districts and in each a list of improvements inserted—"All Sections of the City Benefited." Other pages praising the record of the administration were written by John H. Patterson and C. F. Kettering, vice-president and consulting engineer of the Dayton Engineering Laboratories Company. The city was stunned when it found that the Socialist ticket had won by a vote almost equal to those of the other two groups.

The average advertising level in the campaigns analyzed was discouragingly low. Over thirty per cent was no more advertising than a visiting card—many ads were covered with mud and most of the rest were colorless and spineless. In form and style much of the copy was obviously the work of amateurs, probably of the candidate and the printer, and if more than five per cent was from the hand of a real copy man it was successfully camouflaged.

Why? Probably to some extent the advertising copy standards of



ADVERTISING is something more than merely building advertisements. It's something more than building sales.

It is the building of business.

Fuller & Smith
Advertising Cleveland



Gordon-Van Tine Farm Buildings

THIS DAIRY BARN HAS A TRUST

WESTERN UNION TELEGRAM

RECEIVED AT PEABODY STATION, PHONE WARASH 4321, LOCAL

65CHMAC13

3 EXTRA

WM DAVENPORT IOWA 233P MARCH 26 17

POOLE BROS

CHGO

BARN BOOK JUST RECEIVED VERY SATISFACTORY THANKS FOR SPEED

GORDON-VAN TINE CO

W A WILKINSON

310P

Speed + Quality

ANY Printer can rush an order through if forced to, but—to give RUSH SERVICE without sacrificing QUALITY—that is the work of a trained organization such as is found at

Poole Bros.

CHICAGO

Printing Service For Advertisers

the town and the newspaper are responsible—and yet most papers carry some national advertising and well-prepared dealer copy. Perhaps the reason is not in the advertising, but in the advertiser. The psychologists of advertising have only researched half the problem—they have told us what the reader should think about the appeals, but left untouched the question of what the advertiser thinks about them. If an advertiser believes that advertising will move mountains, he will talk that way; if he believes that it is a nuisance, a waste of money and that it is necessary only because the other fellow does it, his copy will tell that story. Most politicians still feel that advertising is about as much use in politics as it would be in a prize-fight in the dark and most citizens feel that it is of as much value as it would be in a game of craps or matching pennies. Why advertise for votes when you can buy or steal them? Or pull wires, shake hands or blow the crowds? Somebody must win anyway, no matter how poor the advertising is on both sides and nobody knows how much effect advertising has in a political campaign. Most of those who are not utterly without faith in advertising either believe that all advertising will work about equally well and that it is of not much effect in the final result anyway.

THE CRITICISM OF PRESENT POLITICAL ADVERTISING

Some newspaper editorial writers and political observers have accused newspaper advertising of being one of the dangerous factors tending to weaken the direct primaries. The comparatively recent political mechanism of the direct primary has certainly increased political advertising. It has substituted newspaper discussions of qualifications and paid propaganda for secret caucus and its hand-picked nominees. It has brought out the strength and weakness of aspirants to public office and turned the searchlight on issues. The critics say, however, that the advertising tends to

be marked by violence and mudslinging and therefore creates enemies within the parties, tending to disrupt them and cripple them in the real campaign. But this is valid only as an argument against bad advertising, not against all advertising. If a party, a candidate or an issue cannot stand the light of clean, educational, interesting and fearless copy, the sooner he or it is withered, the better.

The advertising problem of the political campaign is to sell a personality and a programme—in the case of the primary, mostly the former. But many candidates have no platform and many issues have no strong men—and many campaigns have neither. But if the candidate could only see himself as a good copy man would see him! The politician doesn't know enough about himself, his talking points, his selling points, his "uses." Many candidates call themselves business men and promise a business administration, but prove themselves incapable of the most elementary form of business promotion in their own favor. A fair copy man could get better results from a few one-inch, one-column ads than those from the average political half-page ad run every day for a month. Isn't there *anything* interesting about this man who runs a card ad? Is his face his only fortune? He takes it for granted that the voters know him—when he doesn't even know himself. Suppose, like the political copy man, the automobile or cigarette copy writer were to say "A smoke is just a smoke" or "one automobile is just like another."

The problem of the primary is "Is it possible, with the help of good advertising, to create a personality stronger than the voters' beer-and-cigar idea of a candidate?" Unless the advertising profession intends to confess failure and neglect an important field for service, it must attempt to answer in the affirmative. Real advertising men must run the campaigns. And the first and hardest battle is to convince the politicians.

Curtailment of Retail Service Advertised in 300 Co-operative Campaigns

Advertising Puts Across Recommendations of Commercial Economy Board

PERHAPS more co-operative retail advertising than the United States has ever witnessed has resulted from the drive of the Commercial Economy Board to curtail superfluous store service. Actually thousands of merchants have taken part in campaigns that have been waged in 300 cities and towns, located in nearly every State of the Union. So effective has this advertising been that there has been widespread adoption of the reforms advocated by the board.

The working out of the movement has been under the active direction of the War Advisory Committee of the National Retail Dry Goods Association. This committee set to work shortly after the conference of leading merchants before the Commercial Economy Board in Washington in the early summer, at which a plan for greater economy in retailing was outlined. The Advisory Committee suggested to merchants all over the country that they get together and agree on the part of the conference's recommendations they were willing to carry out in their towns. They were also told to advertise their programme, after they had decided on it. It was suggested that they run at least three large co-operative advertisements, in addition to what other advertising the individual stores may do to sell the curtailed service.

The results have greatly surpassed the expectations of the committee. Literally hundreds of full-page newspaper advertisements have been published, besides any number of smaller ones. To these the names of a long list of merchants were subscribed. In some places practically all of the stores took part in the advertising. In others only

the leading merchants joined the movement. Here and there large stores refused to co-operate with the others, but individually did all they could to further the curtailment of unnecessary service.

In addition to joining the co-operative campaign, many retailers did a large amount of advertising on their own hook. In most communities the newspaper drive was concentrated into a few days, although in some places it was continued over a much longer period. In Evansville, Ind., for instance, the co-operative copy was run for over a month. In nearly all the cities, circulars, window cards and package stickers were extensively employed to supplement the newspaper advertising.

Among the cities where outstandingly energetic campaigns were carried on are Pittsburgh, Baltimore, New York, Birmingham, Ala.; St. Paul, Minn.; Grand Rapids, Mich.; Oklahoma City, Kansas City, Mo., and Cleveland. The movement was just as strongly advertised in dozens of smaller places.

APPEAL WAS VARIED

The form of appeal varied in the different localities, depending on what particular reforms were being pushed in the towns. In most of the advertisements the restriction on deliveries and the curtailment of the returned goods privilege were emphasized. In something over fifty cities, as far as the committee has been able to check up, the number of deliveries has been cut down to two a day, and in twenty-five cities the one-a-day plan is in force. A charge is now made for all deliveries in five communities, and in four places there are now no deliveries at all. In a few towns

an extra charge is made for C. O. D. service, and in some places this service is no longer continued. A large number of cities now charge for any special delivery that buyers may require. Some form of co-operative delivery is now in successful use in many towns. Some time ago the Commercial Economy Board made a careful scrutiny of the records in forty-seven towns where such systems had been established. The results are worth recording.

The plan is a success in thirty of these, a failure in five, and it has been started so recently in the other twelve that it is too soon to pass a verdict. The populations of these places range from less than 1,000 to over 200,000. The figures show that towns of 1,000 to 5,000 lead in the adoption of co-operative deliveries. Forty of the cities where the survey was made have a population under 20,000. Apparently the town or the small city offers the best possibilities for such a system.

CO-OPERATIVE DELIVERY SYSTEM GIVES SATISFACTION

A surprising feature about these co-operative systems is that in many places they are giving a more frequent service to the customer, and at less expense to the merchant. In a northwestern city of 12,000 people, for instance, there are now four deliveries a day. In the old days the retailers, acting independently, averaged less than this. Besides under the new plan, the total equipment used has been cut down fifty per cent. Seven grocers in a town of 3,000 have pooled their wagons to give their customers four deliveries a day, which is more than formerly. Under this arrangement their expense has decreased from one-half to two-thirds.

The merchants of a California town of 4,000 are now giving six deliveries a day. They are operating under a plan, whereby the participants in the service pay according to the bulk of their packages. On the average, butchers pay four cents for each delivery, grocery stores five,

and hardware dealers ten cents.

The savings that this economical form of delivery have effected, show what it can do in reducing selling costs.

Every town or city, with few exceptions, that has reported in detail on co-operative delivery claims that a saving has been made. In one city of 15,000 population, where this plan has been in operation for some time, it has proved so economical that the stock in the enterprise purchased at \$250 by each co-operating merchant, when the system was organized, is now held at \$1,000.

One grocer reports that he has cut his delivery expense from \$1,638 annually to \$806. Another merchant has in one month reduced his delivery expense from \$675 to \$224. From one progressive town comes a report of saving at the rate of \$5,000 per annum by eleven stores and from another community the announcement that nine wagons have satisfactorily replaced seventeen wagons. Saving in the original cost and maintenance of equipment, is of course, an important factor but even more welcome, in the face of present conditions in the labor market, is the conservation of man power.

Merchants that are establishing co-operative deliveries, are finding that it is not necessary to go to the expense of starting "central stations" for the assembly of packages. As high as thirty-six firms have been enrolled in one delivery system. Of course, when the number of the co-operators becomes as large as this, an assembling station is necessary.

The question of re-orders is not causing the trouble that was expected. In most places deliverymen are not allowed to solicit. Written orders, however, may be accepted from customers, to be given to the store they designate.

As regards limiting the time that goods may be returned, the War Advisory Committee reports that various plans are in operation. Some cities have a two-day limit; others three days; a few have a limit of five days,

some of six days and some of seven days. In at least two cities the returning of goods is entirely prohibited, and one place is known to be charging ten cents each time anyone wishes to indulge the privilege of returning merchandise.

Another reform that the advertising tried to bring about is getting more people to shop in the morning hours. This has met with some success, but so far it is nothing to brag about. In nearly every big store the peak of the shopping load is carried for only two or three hours of the day. Many salespeople that are really not needed the rest of the day have to be kept for the mid-afternoon rush. For years this has been a great source of waste. In the busy period, customers have to be waited on hurriedly. Often they are skimmed on service. Mistakes are made, which later show up in an increased volume of returned goods. If buying could be distributed evenly throughout the day, it would be better both for buyer and seller.

Probably the most interesting part of the whole campaign is the great success that has been achieved in getting people to carry home small parcels. The "carried home by a patriot" stickers, 5,000,000 of which have already been used, contributed largely to popularizing this idea. When the stickers were placed on packages, people were anxious to carry them. Thus they publicly proclaimed themselves as "doing their bit."

When the reforms that the Commercial Economy Board espoused were first announced, people did not give much heed to them. They felt that the privileges they were asked to forego would be for the exclusive benefit of retailers. They felt that as a result of their sacrifices merchants would make more money. This attitude of the public was only to be expected. For a generation stores had been bidding for the patronage of people by offering them all sorts of extravagant service. Naturally, this service could

not be easily discontinued. That the people in so many places have been induced to accept a curtailment of it shows how well the co-operative advertising has made its appeal. So that the advertising would not appear to be for selfish purposes, the recommendations of the board were played up conspicuously in most of the copy. Consumers were told very plainly that in giving up privileges to which they had become accustomed they would be helping their country even more than the stores. In the recent New York campaign, for instance, such sentences as, "The Government has asked us to help" stood out prominently in the copy. A telegram from the Commercial Economy Board was also played up.

The campaign has furnished retailers with a striking demonstration of the value of co-operation among themselves. For this reason much permanent good will come out of the movement, regardless of whether or not all of the reforms stick after the war is over. In many cities and towns the retailers have been at swords' points. They would not get together on anything. Not only that, but they kept on outbidding one another for trade by offering more and more service, until the profit had been pretty well squeezed out of their business. Now that they are together and have first hand evidence of the benefits of going at their problems in a body they will probably be less inclined hereafter to fly at one another's throats.

Ralph Knox with Columbia Graphophone Co.

Ralph Knox has been appointed advertising manager of the Columbia Graphophone Company, New York. He has been advertising manager of the American Chicle Company, and was previously with the Loose-Wiles Company.

Appointment by "Contracting"

Frank D. Austin has been appointed business manager of *Contracting*, New York. He has been circulation manager of *Realty Magazine*, and prior to that was associated with the *Spur*, both of New York.

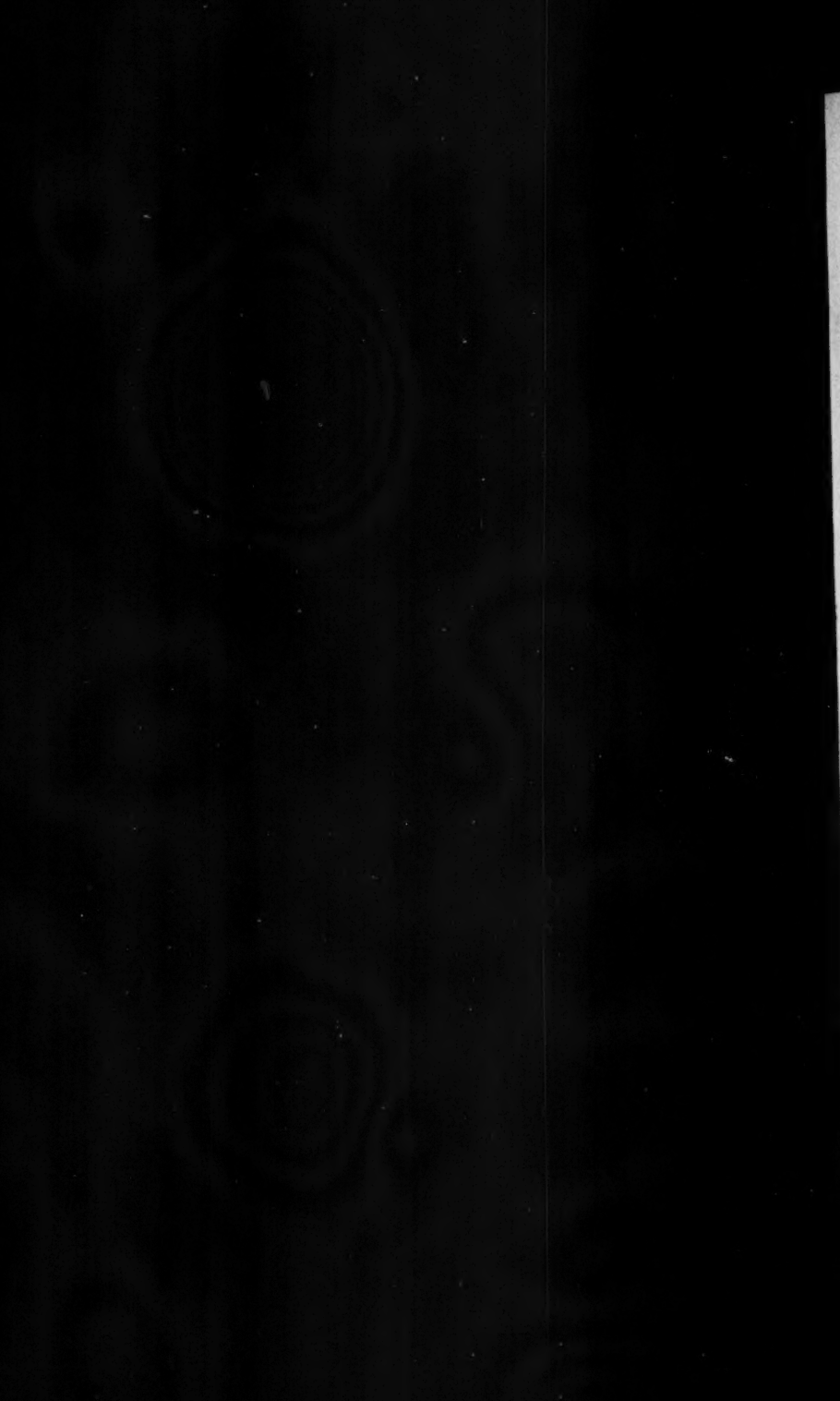
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*"Over the Top"—Exclusive Photograph Taken for "Leslie's" by
Donald C. Thompson*

Pictures—that universal language—make Leslie's unique among all periodicals. Leslie's is the one great national illustrated weekly newspaper of today.

Leslie's also gives the terse yet graphic word-picture, as well as the actual photograph or true-to-life drawing of the event itself.

Leslie's is giving the American people more about this great war, in picture and text, than any other periodical in America.

LUTHER D. FERNALD, ADVERTISING MANAGER

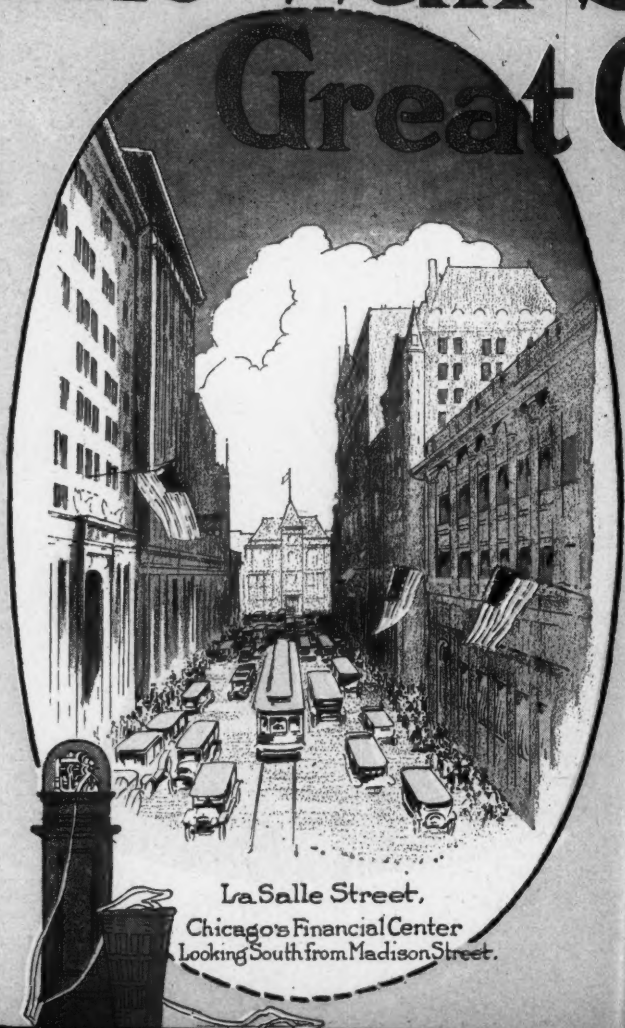
Leslie's

Illustrated Weekly Newspaper
Established in 1855

Boston NEW YORK Chicago

PRINTERS' INK

The "Wall Street" Great City



LaSalle Street,
Chicago's Financial Center
Looking South from Madison Street.

Street" of the Central West

knows the financial status of Chicago Examiner readers as evidenced by the more than half a million lines of financial advertising 'it' placed in our columns during the twelve months ending November 1, 1917. It is also worth mentioning that innumerable advertisements were rejected because they did not come up to Examiner standards of safe investments.

This means two things—our readers have money to spend, and they *spend it* with Examiner advertisers who must necessarily advertise conservatively.

The Examiner on your schedule means the "most sales at the least cost."



E. C. BODE
Advertising Manager
CHICAGO

M. D. HUNTON
Eastern Representative
American Circle Bldg., NEW YORK

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*The editorial policy of all four of our national publications is the same—practical selling, advertising and sales plans gathered direct from the merchants of the country by our "Idea Men."

Merchants Trade Journal, Inc.

Merchants Trade Journal
Furniture Merchants Trade Journal
New York • Indianapolis

Merchants National Drug Journal
Merchants National Hardware Journal
Des Moines • Chicago

"Non-Essential" Goods That May Really Be Essential

Many So-Called Luxuries Have Proved to Be Necessities of War

"I CANNOT tell you what commodities we placed on our tentative list of non-essentials," said an official of the Railroad's War Board to PRINTERS' INK the other day. "I have taken a solemn oath that I would not divulge a single item in the classification, but I will confess that when we had the list complete it seemed as though we had included pretty nearly everything. About the only lines that we omitted from our list of 525 luxuries and near-luxuries and semi-luxuries were food staples, fuel and lumber."

This scrap of conversation is quoted not to discourage any manufacturer who may have thought himself reasonably safe from Uncle Sam's threatened ban on non-vital industries, but rather to encourage all manufacturers by the disclosure that the list submitted to the Fuel Administration and the Council of National Defense is so comprehensive that nobody in authority supposes that it will ever be adopted in toto. In short, it goes to the other extreme from Priority Order No. 2 which has been roundly criticised because it picked out for discrimination in transportation, materials used in the construction of theatres, pleasure vehicles, musical instruments and furniture.

Just to indicate how the nominators of non-essentials have subscribed to the war-time idea of universal service it may be remarked that the average citizen, looking out upon a winter landscape, would suppose that umbrellas are a necessity if ever there was one. Yet PRINTERS' INK has reason to believe that umbrellas are on the new black list, being classed along with canes as non-essentials. By the same sign, stick pins are in the category of the disallowed, and yet there are men who will tell

you that stick pins are just about as imperative in the pursuit of happiness as safety pins.

Just here it may be added, too, that while it is a foregone conclusion that every manufacturer whose product is on the border line will move energetically to shove his specialty into the safety zone, PRINTERS' INK has reason to suspect that some manufacturers are worrying when in reality their products already have some standing as "military necessities" if the truth be known and taken advantage of.

Take, for example, the lightweight aluminum writing machines that the irrelevant public has dubbed "pocket edition" typewriters. If you were to ask the average man on the street he would probably say that these machines are non-essentials. The regulation typewriter he might admit is a necessity, but the chances are that he would pick on the ultra-portable machine as a superfluity. As a matter of fact, though, the Corona Manufacturing Company has heavy Government orders, and in two important branches of the military and naval service—the submarine patrol and the aviation division—this special typewriter is looked upon as a prime necessity.

WATCHES IN THE TWILIGHT ZONE

Again, take the case of a prominent corporation, manufacturing high-grade watches which states to PRINTERS' INK that it has no fear that its railroad watches will not pass muster, but is somewhat dubious with respect to bracelet watches, etc. As a matter of fact the wrist watch which from the production standpoint is akin to the bracelet watch, is accounted a prime necessity in the aeronautic section of our military establishment. To take time for just one more illustration, it may

be ventured that the old-time builder and contractor might be unprogressive enough to declare that Beaver Board and Compo Board and other substitutes for lath and plaster are "non-essentials," but as a matter of fact Uncle Sam is depending upon these patented wall boards exclusively for the interior of his new cantonment buildings, and the new office buildings at Washington for the War and Navy Departments, the Food Administration and the Council of National Defense.

The feeling in Washington is that, in spite of all the reassurance given to anxious manufacturers by Government officials, the plan just announced by the Railroad War Board for bringing under one management all available facilities on all railroads east of Chicago, must inevitably hasten action tending to restrict so-called non-essential industries.

Another indication to the same end is found in the appointment of Daniel Willard, practical railroad executive, to the chairmanship of the War Industries Board. It is an open secret that it is the railroads, more than any other interests, that are pressing for a ban on non-essentials, pleas being made that only by thus granting relief to the railroads during the coming winter, will it be possible to handle raw materials and finished products requisite to the fulfillment of war contracts in Governmental and private plants. In other words, railroad officials insist that if they must continue to move luxury goods without limit, they cannot be responsible for delays to foodstuffs, fuel and essential raw materials, the lack of which threatened last week to necessitate the closing down of New England plants engaged on important war contracts.

Another move to this same end will be recognized if there is announced within a few days, as anticipated, the appointment of a War Service Commission, the object of which will be to divert non-essential industrial plants to the production of needful com-

modities. This would, in effect, make the Council of National Defense, of which this War Service Commission would be a part, go a step farther than it has done thus far, through the instrumentality of its Commercial Economy Board. The Commercial Economy Board is understood to have already taken the position that manufacturers of articles for which demand is lessened in war time should either convert their plants to war production, or, if that be deemed impracticable, should gradually reduce production.

WOULD HELP GOVERNMENT, AND KEEP PLANTS GOING

Two courses are open to the manufacturer who desires to forestall possible denunciation of his product as non-essential. On the one hand he may, without waiting to be summoned to a show-down, take the role of volunteer to the extent of offering for the execution of Governmental contracts all or a portion of the capacity of his factory. Presumably no manufacturer of an advertised line is eager to divert his entire productive facilities unless he is pretty well convinced that demand for his line is dead for the period of the war. What the national advertiser prefers to do under such circumstances is to put on Government work such portion of his plant as will insure him against coal and freight embargoes and the disruption of his picked force of workmen, yet will leave him with sufficient producing capacity in his own field to keep his product on the market in limited quantities and to keep his trade-marks in commission.

This is the course followed by various automobile manufacturers who without waiting to be conscripted have proffered large portions of their plant facilities for the construction of military trucks and rolling kitchens. It is the formula of the organ builder whose trained wood workers are spending a goodly share of their time on aeroplane construction. It is the policy pursued by that

ANNOUNCEMENT

BERMINGHAM & SEAMAN CO.

announce a change of the firm name to

SEAMAN PAPER COMPANY

as applying to the entire
organization and all officers

The firm of Bermingham & Seaman Co. was
founded in 1902. The principal owners and
officers at that time were

GEORGE M. SEAMAN

T. C. BERMINGHAM

JOSEPH B. SEAMAN

C. W. SHERMAN

L. H. BIGELOW

GEO. D. JONES

The ownership, officers and directors of the
Seaman Paper Company are identical with
those of the Bermingham & Seaman Co., with
the exception of the interests of T. C. Berming-
ham, deceased, which have been absorbed by
the other principal owners.

CHICAGO

Continental and Commercial
National Bank Building

BUFFALO
MILWAUKEE

PHILADELPHIA
MINNEAPOLIS

NEW YORK

Fifth Avenue Building
200 Fifth Avenue

DETROIT
ST. LOUIS

Akron rubber company which has diverted no small fraction of its energy to the production of signal balloons for the army. It is the non-interference recipe used by the W. H. Mullins Company, of Salem, Ohio, whose advertised line is metal boats, but whose plant is squarely in the privileged class because it is turning out the water jackets for the new Liberty motors, a task, by the way, that no other manufacturer was willing to undertake.

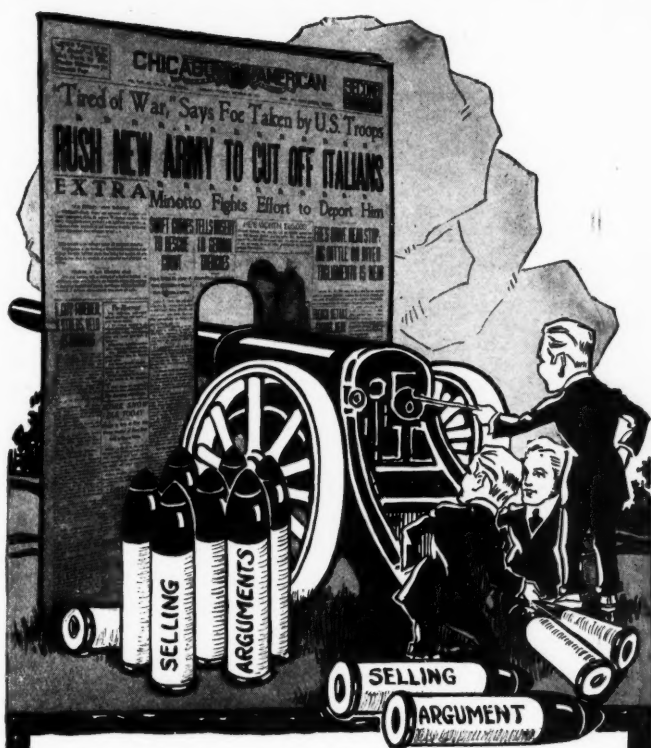
The alternative course for the manufacturer under suspicion as a producer of non-essentials is to stick by his guns, but endeavor to carry to official quarters conviction that his industry is not parasitic. Thus, manufacturers of talking machines are pointing out to the authorities at Washington that if steel needles are unobtainable and the public is denied records of the new patriotic songs there will be a lapse of that spirit that is necessary to win the war. A manufacturer of safety razors cleverly turned to account the testimony of our foremost military authorities that nothing does more to keep up the morale of the fighting forces than the regulation that each man shall shave every morning. A producer of baseball outfits and sporting goods has scored with the argument that the paraphernalia of the great American game is every bit as essential for contentment in the American sector in France as is American tobacco and American playing cards—the latter, by the way, another misnamed "non-essential."

Some of the manufacturers, menaced by the new quarantine that the railroads and the Fuel Administration have planned, are pinning their faith to representations of what slight demands they make upon the raw material resources required for the prosecution of the war. The National Piano Manufacturers' Association is, at this writing, collecting detailed statistics designed to show just how much coal, and of what grades, is required to keep the industry going. To the same end, George W. Pound, general

manager of the Piano Manufacturers' Association, and the Music Industries Chamber of Commerce has lately appeared before the War Industries Board at Washington with evidence that the requirements of the piano industry in steel are at a rate that annually would approximate less than one by-product of a single modern steel mill, and that the lumber takings are in considerably shorter lengths than are required for war purposes. Some manufacturers of articles threatened with designation as luxuries in the United States, but which continue to be sanctioned for manufacture in Great Britain and France are making capital, in their protests to Washington, out of the fact that the interruption or curtailment of production of these lines in the United States will play havoc with our export trade, and allow the Latin-American and Oriental markets to be overrun by European manufacturers who are permitted to do business as usual.

HEARTENING TO SOME MANUFACTURERS

The truth is likewise being hammered home that the luxury of to-day may be the necessity of to-morrow. A current episode well illustrates this. When the U. S. Signal Corps undertook recently to outfit the "observers" who are to man Uncle Sam's new flock of aeroplanes it was discovered, to the consternation of all concerned, that there were not in the market sufficient high-speed photographic lenses to equip the cameras that will be carried by the sky scouts. Many of the best known types of rapid lenses are of German manufacture, and the supply has been shut off for three years. The predicament of the Government might have proved decidedly serious had not the officials hit upon the expedient of calling upon the amateur photographers of the country to mobilize for Army use such of the lenses on their hand cameras as would meet the Federal specifications. Accordingly, there was quickly



Get the Range of A Million Buyers

To get the range of 1,000,000 buyers focus your selling arguments through the CHICAGO EVENING AMERICAN.

In Chicago where earning power and spending capacity of 98% of the people have never been so large, no campaign is complete without

The CHICAGO EVENING AMERICAN

Chicago Office
Hearst Bldg.

New York Office
Circle Bldg.

Pacific Coast Office
Call Bldg.

Member Audit Bureau of Circulations

The price of
EVERY WEEK
will be five cents
a copy beginning
with the first issue
in January.

THE CROWELL PUBLISHING COMPANY
381 Fourth Avenue - - - New York

tapped a hidden source of military necessities that would not have existed, but for the enthusiasm of those members of America's army of camera enthusiasts who have been led to indulge their hobby by the purchase of high-grade cameras of the Graflex type.

Even the advertisers, or some of them, who are in no danger from the non-essential bug-a-boo must be prepared for a "show me" attitude on the part of Uncle Sam. A hint of what is coming is found in the recent experience of a group of agricultural implement manufacturers. Agricultural implements are to be held "essentials," never fear for that. The manufacturers, above mentioned, were told that they would get the cars, the coal and the steel they need, but the Priority officials of the Government went on to explain that the Government intends to make sure that the farm-operating equipment for the production of which it smoothes the way goes into the hands of bona-fide farmers, for immediate use. That was taken, in this instance, as meaning that the manufacturers may have to open their books to Government inspection or show the destination of orders.

To every reader there will instantly occur lines of manufacture where any such Governmental censorship of distribution would be impracticable. Take for example, the production of soft drinks (of which a number of new and widely-advertised varieties are appearing in the wake of the prohibition wave), confectionery, chewing gum, etc. Yet PRINTERS' INK has information that these lines which, at first glance, appear to represent the very essence of "non-essentials" are likely to be ranked, within certain limitations as "essentials." An official in Washington, who will have much to say in the matter, says that he is convinced that plentiful supplies of candy and non-intoxicating beverages are essential not only to the content of our soldiers who are now denied the privilege of buying liquor of

any kind, but likewise are requisite to an up-and-doing spirit on the part of the hard-working industrial population in "dry" territory. In connection with the latter, it must be borne in mind that a number of States have gone dry or "bone dry" within the past few months, and thus the industrial population has had to put forth extra effort for war needs at the very moment that they have been cut off from the supply of stimulants to which they have been accustomed.

ARE AFTER THE HEAVY SHIPPERS

In the final choice of "non-essentials" the Government is going to be influenced, we may confide, more by the magnitude of a luxury industry than by the character of the product. That is to say a one-man business engaged in the production of golf sticks might not be disturbed even though the product be held to be anything but a necessity, whereas the very size of the industry that produces annually \$5,000,000 worth of billiard tables is bound to attract attention. Similarly, when one considers that there are upward of 2,000 jewelry factories in the United States with an aggregate production valued at more than \$80,000,000 he cannot but commend the foresight of those jewelry manufacturers who have already approached the Government with proposals that they be allowed to divert all or a portion of their factory capacity to the manufacture of fuses and to tasks incident to shell manufacture. The manufacturer of talking machine needles who has offered to switch to surgical needles and the silk manufacturers who have volunteered to help out with the production of fabrics for use on the wings of aeroplanes are adopting the same canny policy of "any port in a storm," and at the same time acquiring advertising justification for the disappointments of regular customers who can consistently be asked to forego their demands in the interest of "patriotic service."

The priority officials of the

Council of National Defense and the Fuel Administration have at hand all the statistics of Uncle Sam's most recent census of manufactures (that covering the calendar year of 1914, but the totals of which have just become available), and these data are being closely scanned for indications of "non-essential" industry. It is by this means that the Government investigators are able to see at a glance that our thirty-one oilcloth and linoleum plants now have an annual output valued at \$25,000,000; that half a million dollars a year is paid for the manufacture of badges, buttons and society regalia; that \$400,000 worth of new hammocks come from our factories every twelvemonth; and that more than \$6,000,000 worth of show cases come forth each year from 130-odd factories.

It may be of especial concern to advertising men that the industries that may be called upon to prove their right to rank as "essentials" include those engaged in the production of electric and other signs, show cards, dealer helps such as cut-outs, and the entire range of advertising novelties encompassing diaries, calendars, fans, purses, memorandum books, rulers, card cases, bottle openers, celluloid novelties, etc. Involved in this sign and advertising novelty industry are close to 800 separate establishments and their output is considerably in excess of \$25,000,000 annually. However, in this field as in others that may be disturbed, it will be the effort of the officials to endeavor to apportion some "war contracts" to every factory deprived of its usual work.

Factory Daylight Saving Conserves Coal

Silk manufacturers in Paterson, N. J., have agreed to close their mills at 4:30 in the afternoon, to save the fuel required for factory lighting. The lunch period will be shortened to thirty minutes and thus the working day will remain unchanged. It is estimated that this single economy will save at least 100,000 tons of coal a year in this one city.

Chicago Has Ad-Women's Club

The Advertising Women's Club of Chicago is the name of a new association formed on November 21. About fifty women attended the first meeting. Officers were elected as follows: President, Miss Helen Carter. Moreland Advertising Company; vice-presidents, Mrs. Allyne Sherer-Carpenter and Mrs. Irene Sickel Sims; recording secretary, Mrs. Julia Duce; corresponding secretary, Mrs. Elizabeth Sears, and treasurer, Miss Dorothy Nagel.

The next meeting to be held December 4 at the Chicago College Club is open to all women actively interested in advertising.

H. S. Collins Back With United Cigar Company

H. S. Collins, who left the United Cigar Stores about three years ago to take a position in the management of the Riker-Hegeman drug stores and subsequently retired from that organization, has returned to the United. He has been elected a director and vice-president of the company and will give special attention to the development of the business in candy, soda water, etc.

Charles R. Woodward Joins Brother

Charles R. Woodward, with the Crowell Publishing Company for seventeen years in various capacities, including Western manager and for the past few years as New England manager, has become associated with John B. Woodward, New York representative of the *Baltimore Sun*, *Boston Globe*, *Chicago Daily News*, and *Cleveland Plain Dealer*.

Officers of the Publishers' Advisory Board

The officers of the Publishers' Advisory Board, the organization of which was reported in *PRINTERS' INK* last week, are as follows: Allan H. Richardson, of the McCall Publishing Company, chairman; Jesse H. Neal, of the Associated Business Papers, Inc., secretary and treasurer, and Charles Johnson Post, director.

Dirhold Goes Back to St. Louis

Gus H. Dirhold, who for the past year has been managing editor for *Hardware and House Furnishing Goods*, Atlanta, Ga., has resigned and will reopen an advertising office in St. Louis, Mo.

Mrs. F. H. Rose, formerly connected with the advertising department of the Mobile Gas Company, has joined the copy staff of the McJunkin Advertising Company, Chicago.

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Metropolitan Boston Trade Investigations

If 55% of Metropolitan Boston dealers complain of the manner in which your goods are packed: if 65% criticise your package inserts: if 70% claim your container is decidedly unattractive and suggest a change of label—you would have something to think about.

And if Boston dealers are prejudiced against your sales policy, your advertising, counter displays, window displays and direct-by-mail literature—you would like to know it, because you could adjust matters and cut the waste down.

If Boston dealers favor you in every way, you want to know it—because it will confirm your opinions regarding this territory.

You want to know these things because you believe in basing your plans on facts—not guesswork. It is the function of the Merchandising Service Department of the Boston American to make local trade investigations—to dig out marketing facts—to give advertisers a comprehensive outline of market conditions—to help them save money.

This department deals with merchandising facts only. The reports are not essays on the value of advertising media—they contain only sales facts. No obligation entailed. Write or call for complete details regarding this department—find out how we work—what we have on file here—and how we can help you.

BOSTON AMERICAN

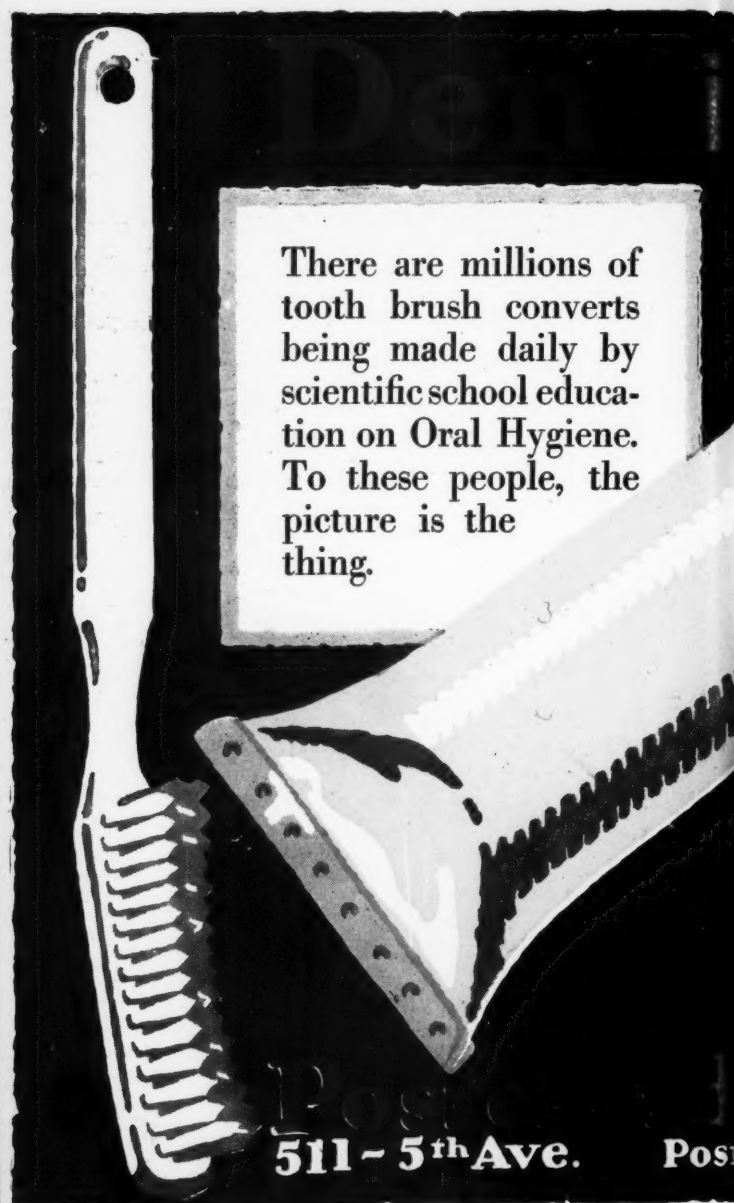
New England's Greatest Home Newspaper

80-82 Summer Street, Boston, Mass.

Member Audit Bureau of Circulations

NEW YORK OFFICE
1789 Broadway

CHICAGO OFFICE
504 Hearst Building



There are millions of
tooth brush converts
being made daily by
scientific school educa-
tion on Oral Hygiene.
To these people, the
picture is the
thing.

511 - 5th Ave.

Postal

PRINTERS' INK



They
can be best
reached by the
force of size and color
as embodied in Posters.
Let us show you how this
can be done.

Postal Life Building

New York City

It Hangs
Every-
where



Housewares are Booming!

The discovery of the Self Starter for an Automobile did not interest the woman who had a chauffeur to Crank the Car; nor were the hundreds of modern Labor Saving and Time Saving Housewares on the market appreciated by the well-to-do housewife until America entered the war.

Why spend money for newer household devices for servants to use and abuse, was the way these women reasoned it.

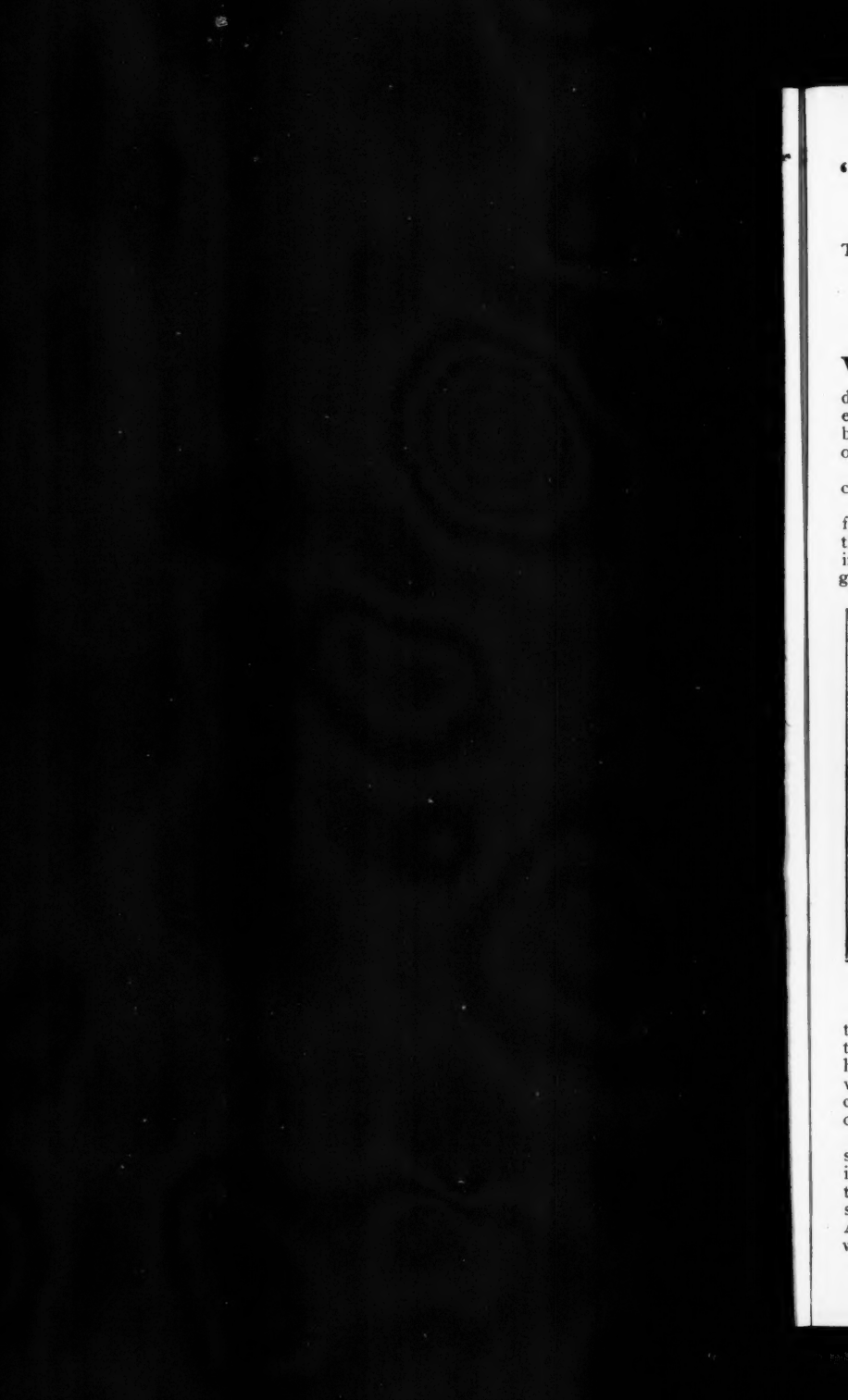
Forced now, however, through necessity or patriotism, to do her own housework, the American woman has been buying and will continue to buy every modern Labor Saving and Time Saving Houseware manufactured.

Retailers of Housewares and Hardware all over the country are, therefore, doing a thriving business. During August, September, October and November THE HOUSE FURNISHING REVIEW has received more new subscriptions and has had higher advertising earnings than at any time, for a similar period, in twenty-five years.

This shows the healthy condition of the Houseware trade and why THE NEW BIG JANUARY BUYERS' DIRECTORY EDITION, "What is Made and Who Makes It" issued January 15, 1918 will pay its biggest dividends in 1918 to all manufacturers who use its advertising pages.

Advertising Rates on Request

HOUSE FURNISHING REVIEW
253 BROADWAY NEW YORK CITY
1892 . . . Entering Its Twenty-Sixth Year . . . 1917



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"America First"—Selling the Idea to Your Alien Workers

The Record of What Big Business Men Are Doing in Many Communities to Turn Our Immigrants Into Citizens Through Co-operative Use of Advertising Methods

By Bruce Bliven

WHEN Henry Ford began to plan for his famous "\$5 a day," profit-sharing scheme, several years ago, he at once ran bang up against a road-blocking obstacle.

Forty-five per cent of his men could not speak English!

The Ford plan, of course, went far beyond merely giving his men the high wage. It involved helping them to "find themselves," to get established in their own homes,

cion. The measure of his success is too well known to need repetition here.

This incident serves to illustrate vividly another angle of the tremendous problem of the alien immigrant in America. In recent issues, **PRINTERS' INK** has pointed out the grave danger to this country in a military sense which lies in the presence of this great mass of foreigners who know and therefore care next to nothing



U. S. STEEL CORPORATION'S MEN STUDYING ENGLISH DURING THEIR NOON HOUR

to take an intelligent interest in the affairs of the community. But how were these things possible when nearly one-half of the men could not even speak the language of the country?

Obviously, the plan wasn't possible; and that is why Ford found it necessary at the very beginning to establish classes in English and set about making his men into American citizens, so far as this was possible without undue coer-

about American ideals and institutions. Quite as powerful, however, in urging Americanization, is the direct argument to the individual employer of labor, who will find, as Henry Ford did, that his men will be better workmen as they become better citizens, and will accomplish more in their day's work as they get acquainted with the English language and thus get a bond of closer sympathy with their employer and a better under-

standing of what our manufacturers must do in wartime for the sake of our national welfare.

How important this matter is can hardly be overstated. Just at present, when it begins to look as though the willingness and wholeheartedness of American labor in putting its shoulder to the wheel, may be the deciding factor in the war, it is high time that we take stock of our laboring population and find out where we stand. For instance, the single industry most vitally important, next after shipbuilding, is probably iron and steel manufacturing. In that industry, 57 per cent of all the

workers are foreign born! The nation is depending on its coal output to save the day for us—and in bituminous coal mines 61 per cent of the men are of alien birth. There is hardly a more essential enterprise than the manufacture of clothing—and in our big cities 72 per cent of the workers, again, are from foreign shores. Sixty-one per cent of the laborers in woolen and worsted manufacture in New England came to America from abroad, and so it goes.

It must be constantly remembered that thousands of these men remain unnaturalized, and do not

learn to speak English, simply from sheer inertia, and because no effort has been made to point out to them the value of citizenship. They have never been "sold" the usefulness of learning English; and when, by the use of familiar advertising methods, these ideas have been driven home to their minds, the response is prompt and amazingly complete. The Rubber Association of America, for instance, had an examination done of the foreign-born men working in fifty-two of the biggest factories in

(Continued on page 73)

GO TO FREE PUBLIC NIGHT SCHOOL

Can you speak English well?

Do you want to become an American Citizen?

Do you want a better job?

It is hard to get a good job in America unless you speak English.

GO TO NIGHT SCHOOL and LEARN TO SPEAK IT.

Pick out the nearest School in the list at the bottom of this page and go there on Monday, Tuesday or Wednesday at 7:15 o'clock in the Evening.

Geben Sie

in die öffentliche Abendschule frei!

Sprechen Sie gut Englisch (sprechen)?
Wollen Sie Amerikanischer Bürger in werden?
Wollen Sie eine bessere Stellung?

Es ist schwer, eine gute Stellung in Amerika zu haben, wenn Sie nicht gut Englisch verstehen.

Geben Sie in die Abendschule und lernen Sie Englisch!

Wählen Sie bei jeder Seite in der Liste eine öffentliche Schule in Ihrer Nähe, wo am Montag, Dienstag, oder Mittwoch um 7:15 Uhr Unterricht.

(Continued)

Idźcie Do bezpłatnej publicznej szkoły wieczornej

Czy mówicie dobrze po angielsku (mówić)?
Czy chcecie zostać amerykańskim obywatelami?
Czy chcecie otrzymać lepszą pracę?

W Ameryce trudno jest o dobrą pracę, jeżeli nie umiecie się dobrze porozumieć po angielsku.

UDAJCIE SIĘ DO WIECZORNEJ SZKOŁY A NAUCZYCIE SIĘ!

Wybierzcie sobie najbliższą szkołę z poniższej listy w swoim sąsiedztwie i idźcie tam w poniedziałek, wtorek lub środę o godzinie 7:15 wieczorem.

(Pozostało)

Andate

Alla Scuola Pubblica Serale Gratuita

Sapete parlare bene inglese?

Volete diventare cittadini americani?

Volete trovare lavoro migliore?

È difficile trovare un buon lavoro in America senza sapere parlare inglese.

Andate Alla Scuola Serale Ed Imparerete.

Selezionate nella lista in fondo a questa pagina la Scuola più vicina a casa vostra di lunedì, martedì o mercoledì alle 7:15 di sera.

(Continued)

נעתם איך פארשטאנדען נאכער

קענט איר גוט ענגליש שפּרעכען?

וועט איר ווילן ווארעמען אמעריקאנישער בורגער?

וועט איר ווילן א בייסערע שטעלע?

עס איז שווער צו קומען צו א גוטע שטעלע אין אמעריקע ווען איר קענט נישט ענגליש שפּרעכען.

נעמט איר אפ צו גיין צו א נעכטערע שולע און לערנט ענגליש.

וועט איר אפילו נעמען א שולע וואס איז נעכסט צו איר? וועט איר אפילו גיין דארט אום מונטיק, דינסטיק, און מיטוואך אום 7:15 שעה?

(Pozostało)

Duham School 16th and Lombard Sts.
Legan School 18th and Bond Sts.
Southwest School 8th and Mill Sts.
Washington School 5th St. bet. Washington Ave.
Wilson School 12th and Wharton Sts.
Horne School 8th and Main Sts.
Miller School 43d and Ogden Sts.
Meade School 18th and Oxford Sts.
Walton School 28th and Huntington Sts.
Columbus School 9th and Carpenter Sts.

Jefferson School 5th and Poplar Sts.
Kearney School 8th and Fairmont Ave.
McCall School 7th and DeLaney Sts.
Mt. Vernon School 3d and Catherine Sts.
Hackett School York and Superior Sts.
Moffet School 3d and Oxford Sts.
Manayunk School Green Lane bet. Silverwood St.
Sutton School Allegheny Ave. and "B" St.
Langfellow School James and Pratt Sts.
Marion School Richmond and Ontario Sts.

POSTER WHICH WAS DISTRIBUTED IN LARGE QUANTITIES IN PLANTS EMPLOYING FOREIGNERS



The Big Step

Some of the authors and artists who will be represented in the February Ladies' World:

Juliet Wilbor Tompkins
Wallace Irwin
Porter Emerson Browne
C. Clyde Squires
Anna Steese Richardson
Prof. Lewis Allyn
Maude Radford Warren

C. Allan Gilbert
Maginel Wright Enright
May Wilson Preston
Mabel Dulon Purdy
Mary Heaton Vorse
Clarence F. Underwood
Peter Newell

A list typical of what you will find in The Ladies' World *every month.*

A list hard to beat.

A guarantee of exceptional strength for the magazine, whether considered *individually* or *comparatively* with the best of its contemporaries.

And—don't forget—for good measure, The Ladies' World will print, month after month, nearly 50 per cent more pages of solid text devoted to Fiction, Serials, Love Stories, Pictures, Special Articles and other "Entertainment Material" than is averaged by the four largest of the women's magazines.

Forms for February (the first issue in the new 680-line size) close December tenth. It offers advertisers unusual reader interest, excess circulation and a most economical rate.

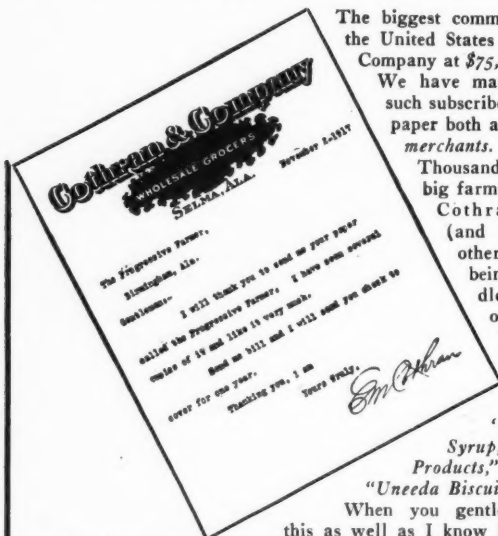
THE McCLURE PUBLICATIONS, Inc.

THE LADIES' WORLD

McCLURE'S MAGAZINE

Kill Two Birds with One Stone

Will a few "small" (?) agency men, like Mr. Johns (George Batten Company), Mr. Dotts (George L. Dyer Company), Mr. Faust (Mallory, Mitchell & Faust), Mr. Collier (Procter & Collier Company), Mr. Kessler (N. W. Ayer & Son), please read this letter from Cothran & Company?



The biggest commercial agency in the United States rates Cothran & Company at \$75,000 "first credit." We have many thousands of such subscribers who read our paper both as farmers and as merchants.

Thousands of them own big farms of their own.

Cothran & Company (and thousands of others) in addition to being farmers, handle large quantities of such goods as "Sunshine Biscuits," "Kellogg's Corn Flakes,"

"Velvea Syrup," "Armour Products," "Crisco,"

"Uneeda Biscuits," etc.

When you gentlemen learn this as well as I know it (and can prove it), you can kill two birds with one stone by using THE PROGRESSIVE FARMER. You can reach both the consumer and the country trade in the rural South.

Will be glad to hear from any of you.

Joe Martin

THE PROGRESSIVE FARMER

J. A. Martin, Adv. Mgr. R. B. Farris, Genl. Representative
Over 170,000 Circulation weekly in "The Heart of the South."
"No fakes for Man or Beast or Fowl!"

BIRMINGHAM, ALA.

Raleigh, N. C.

Memphis, Tenn.

Dallas, Tex.

Wallace C. Richardson, Inc., Eastern Representatives,
381 Fourth Avenue, New York.

George W. Herbert, Inc., Western Representatives,
Conway Building, Chicago.



the rubber industry. It was found that when once they understood what citizenship means, in thirty-five plants an average of 71 per cent of the men were eager to become naturalized. In seventeen plants, it was reported that 100 per cent wanted to get under the American flag. In these fifty-two plants 26,003 foreign-born men are employed, which is 29 per cent of the total number of workmen. One big plant with 3,000 foreign-born men reported that 75 per cent of these could not understand even the simplest commands given in English. In another, 50 per cent of their 7,500 employees were in the same plight.

The gratitude of some of the men who have been helped to come under our flag is simply pathetic. An immigrant from Poland, employed in a big industrial plant at Canton, O., was helped to learn English and become a citizen. He saved his money, brought his wife and child from Poland, and on the day they arrived in Canton, he told a Y. M. C. A. man who had helped him:

"I thank United States for this day. I kiss the American flag. I am American now. I never go back to Warsaw. I stay in America and be good man." A Filipino laborer who had studied English at the suggestion of his employer reported: "English class good to me because before I not go to English class I don't understand never the English language, but now I understand."

GRATEFUL FOR PRIVILEGE OFFERED THEM

"I never stop go to that school as long as I am going to live," said an enthusiastic Lithuanian. "I started to go to evening school for Lithuanian people and in a year I could talk pretty good so I could learn my trade." The writer has seen letters in similar vein from Spaniards, Armenians, Russians, Greeks, a Belgian, a Chinaman and even an Aztec! How this sort of work by employers helps keep the men on the job is illustrated by the report of an Italian laborer at Hopewell, Va.,

who said: "Good American, Hopewell! Help me speak American. Send doctor I am sick. Give good job. Plenty kind to me. I hate me go away Hopewell."

Sixty-five Lithuanians in Melrose Park, Illinois, wanted to learn to speak "American." So they got together and drew up a petition to "the Honorable Board of Education, Washington," asking for a free night school in which English would be taught. They reported that there was no free night school in their vicinity offering any opportunity for foreign-born citizens to "become educated in English language, although there are approximately 3,000 foreign-born *American citizens* in the village of Melrose Park." Hundreds of similar petitions and letters have poured into Washington, and as a result many classes have been established in localities where no work was being done.

A club of Ruthenians in Paterson, N. J., who had been helped to learn English through the local Y. M. C. A., drew up a set of resolutions, which said: "Resolved, that a vote of thanks be given the officers and members of the Y. M. C. A. for the course of study given; for the small fee charged, and for the recognition of the fact that many of us, foreign-born, wish to learn not only the American language, but the other things this course makes possible—American ideas and citizenship."

As Dr. H. H. Wheaton, the expert on Immigrant Education in the United States Bureau of Education, says: "Education is the most potent force toward inculcating American ideals and impulses. The English language and a knowledge of the civic forces of the country are indispensable to the alien in adjusting himself to America. Through our common speech comes understanding. Without it the pages of our newspapers are meaningless and ordinary matters of business with Americans must be transacted through the medium of an interpreter. Only by overcoming in-

ability to speak English, by eliminating illiteracy among aliens, and by instilling the ideals, attitudes and habits of thought of America, can we hope to make real American citizens of the strangers within our gates."

The whole case in favor of naturalizing the alien immigrant is put in a nutshell in a letter sent out by the Chamber of Commerce of Philadelphia to employers in the Quaker City. It says:

PREPAREDNESS THROUGH THE EDUCATION OF FOREIGNERS

A Knowledge of English Will—

1. Reduce accidents in your plant.
2. Decrease the cost of supervising your employees.

3. Raise the efficiency of employees.
4. Make employees less subservient to foreign leaders, and increase their term of service in the plant.

A Knowledge of English Will—

1. Increase the loyalty of foreigners to our country.

2. Aid them in getting naturalization papers.

3. Encourage them to stay in this country after the war.

Foreign-Speaking Employees Can Be Induced to Undertake the Study of English in Public Night Schools in Several Ways—

1. By bringing to their attention the opportunities offered by the public schools for adults.

2. By letting them know that the preference in employment and promotion will be given to English-speaking persons.

3. By showing them the possibility, in some cases, of increased wages.

4. By making them realize the necessity of English for naturalization purposes.

Will You Aid in This Work By—

1. Taking a census of your foreign-speaking employees and ascertaining the approximate number who are willing at once to attend night schools?

2. By indicating the public school most convenient for your employees?

3. By sending this information at once to the Educational Committee of the Philadelphia Chamber of Commerce?

The Philadelphia Chamber of Commerce will use its influence to have a Spring night-school course started by the Board of Education, beginning March 1st.

In the present uncertain state of our nation, every day counts in this work. Will you help us at once to get it under way? Reply immediately.

This work of the Philadelphia Chamber of Commerce is, by the way, only typical of the deep interest in the subject of Americanization which is taken by Chambers of Commerce all over the

country. The Detroit Board of Commerce was largely responsible for the drive to "learn English" made there some time ago, and which increased attendance in the night schools by 153 per cent. Through the efforts of the board, a great number of Detroit factories have adopted a new record-card in their employment department, which has space for the Americanization record of every worker and applicant. In this part of the card there is room for a description of the foreigner's ability to speak, read and write English; the date of his getting first and second papers; the name of the school in which he is studying English, and his military training, if he has had any.

The Lowell, Mass., Board of Trade has plans which include an industrial census of the community, covering inability to speak English, and citizenship status. Des Moines has a standing committee on Americanization which, among other activities, holds an annual reception to foreign-born students in naturalization classes.

Buffalo has organized a community chorus, in which hundreds of the foreign-born come together and with other citizens of the community sing patriotic music. The Jamestown, N. Y., Board of Commerce has established eight schools out of its own funds. A list of the foreigners enrolling in these or other schools is kept, and each man's name is sent to his employer, with a request that the foremen in charge encourage regularity of attendance, and, when possible, see that overtime work does not interfere with school attendance.

The Youngstown, O., Chamber of Commerce employs the full time of one man as Director of Americanization, working among the employees, holding meetings of the foreign-born and keeping press and public informed of the developments. The Boston, Mass., Chamber was responsible for urging the creation of a State Board of Immigration by the Legislature. A campaign among employers, with the slogan of "1,000 New

American Citizens," has proved successful.

The Syracuse, N. Y., Chamber prepared advertising posters and cards describing the value of citizenship and the opportunities of the night schools, and these were given school children to take home to their foreign-born parents. The night schools were moved nearer the foreign sections of the city, and prominent citizens joined a Speakers' Bureau to keep the ball rolling and create interest.

The Butler, Pa., Chamber of Commerce pays the salaries of teachers in the night schools for foreigners. The Commercial Club in Moline, Ill., sends local business men into the shops to talk to the workers on citizenship. The Minneapolis Civic and Commerce Association persuaded the school authorities to double the appropriation for night schools.

What is being done in these cities is being done in dozens of others. In all, ninety-seven communities are now being aided by their local commercial organizations. Last year 75,000 aliens heard illustrated lectures on the United States, its history, etc., through the Y. M. C. A. alone.

Much of this work, naturally, has to be done in the slums of the various communities. In Baltimore, for instance, 77 per cent of all the tenement dwellers are of foreign birth or parentage, and 40 per cent of these are illiterate. In Chicago, 90 per cent of the slum dwellers come in the category of alien birth or parentage, and 47 per cent of these cannot read or write. Practically the same figures hold true of Philadelphia. In New York, the percentage of aliens is 95, and 50 per cent of these, it is reported, are illiterate.

One of the best campaigns in a single industrial organization which has come to the writer's attention is that of Brown & Sharpe, manufacturers of machinery and tools, of Providence, R. I. Of 6,000 employees, it was found that 1,312 were not citizens. To each of these, this personally addressed letter was sent:

Mr.....

Reg. No.....

We believe it is for our mutual interests that those in our employ who are not as yet American citizens should become such.

It is our purpose to aid those who are willing to take the steps necessary to become citizens, and to that end we desire the following information: Have you your first papers? If not, would you like to become an American citizen? Are you willing to take out your first papers now? If not, kindly give your reasons.

..... Have you had any difficulty in attempting to obtain citizenship papers?

Would you attend a class in order to prepare for citizenship? If you do not understand English well, would you join a class so that you may understand it better?

Please fill in and return to the clerk in your department.

To obtain the support of the foremen in the factory and the executive force, a special letter was sent to them explaining the work and its importance.

A series of noontime lectures in the factory was arranged. The employees who were not citizens were sorted out into various classes (first papers, second papers, refuse citizenship, etc.), and each group of men was handled separately. Men who were willing to take out papers were notified in writing to appear at the apprentice building at a specified time, where they were aided in making out the papers. The time lost was charged to the company. To check the response to these notices, each man whose papers were made out was given a receipt to be returned to the clerk of his department. These were afterward returned to the employment department and progress made was recorded on the individual's employment card, so that the files at all times showed just what had been done.

After waiting a reasonable time, the names of men who had ignored the first notice were sent to the foreman of their respective departments, and they were requested to interview the individual men and find out the reason.

If a man declined the first invitation to become a citizen, a card stating that fact was sent to his foreman, with a request for addi-

tional information from him as to his reasons. When this information was secured, the foreman was in a position to discuss the matter further with the obdurate alien, and in many cases the latter changed his mind.

Arrangements were made for special public school night classes in English and citizenship, and the men who had signified their willingness were sent a letter notifying them of the date and place of the opening classes. Enclosed with each of these was a letter to the principal of the nearest night school, introducing the alien bearer. This simple act of courtesy took the embarrassment out of the proceeding for the foreigner, and undoubtedly resulted in largely increasing the attendance at the classes.

Of the 1,312 aliens in the Brown & Sharpe plant, 505 took out their first papers. Six hundred and six men already had their first papers, and 262 of these were found eligible for second papers and are getting them. Only 178 men of the whole number declined citizenship. Of these, 81 hoped to return to the country of their birth. Twenty-three wanted to wait until after the war, thinking it seemed disloyal to the land of their nativity to desert her in the hour of national calamity (since the United States entered the war a number of these have become citizens). Some men felt that they were "too old." One man said he "was too deaf"; another's wife wouldn't let him, and another had religious objections.

Those who assigned no reason were not pressed to do so, as the whole affair was purely voluntary, and the company carefully avoided any appearance of compulsion. Thirty-three nationalities are represented in the plant, and of these the Russians showed the greatest reluctance to naturalization, and the Swedes the least. Armenians, Austrians and Turks were all very reluctant to become citizens.

"There is every reason," writes L. D. Burlingame, industrial superintendent, "to believe that

these men (who accepted the suggestion) are coming into citizenship in good faith, and with the intention to become a working part of the body politic—citizens upon whom we can rely in times of stress, and who will be in a position to render important industrial and military service to this nation."

Since New York State the other day took its ballot-stamp firmly in hand and jumped with both feet into the suffrage column, a new problem has presented its hydra head—that of the foreign-born woman. Americanized, she has a vote now that is as good as her brother's; and politicians are anxiously forecasting the effect she will have on elections. Long before this situation developed, D. E. Sicher & Co., of New York City, makers of "Dove" underwear, had been doing comprehensive work toward the Americanization of their alien women workers. An interesting little book, "Where Garments and Americans Are Made," describes in detail their work, which includes classes in English conducted on the company's time and partly at the company's expense, the New York City school system also aiding in the work.

To the interested observer it seems clear that we are only at the beginning of this work in America. Although much has already been done, far more remains to do, and the need is daily and hourly becoming more pressing. PRINTERS' INK has several times pointed out how clearly this work of "selling" the idea of our country to the immigrant is an advertising job, calling for advertising brains. This fact is recognized universally where the experiment has been tried, and we may look forward confidently to an even greater application of advertising methods to this problem in the future than has already been seen—so that once more we may expect to see the usefulness of publicity methods demonstrated as an efficient aid in mobilizing the nation's resources in an hour of peril.

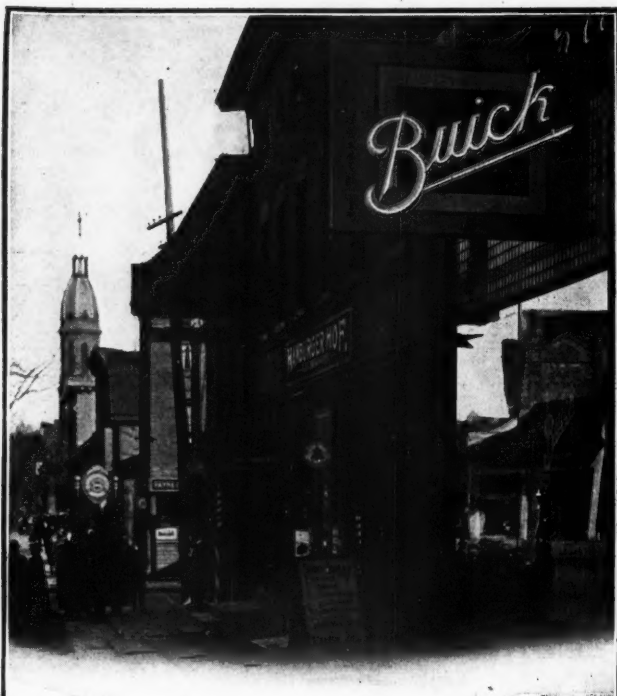
COLOR VALUES



NE CAN never hope to superimpose color impressions and get perfect results from anything but perfect electrotypes. As long as you undervalue the relation of the art of electrotyping to your color printing, just so long will your finished color work fail to compare favorably with your engraver's proofs. Your black, red and blue duplicates may be faithful copies of the original, but this will avail you nothing if the fourth color, yellow, has a single fault. That fault will multiply itself and become the answer to your final trouble. The damage done will be irreparable. Color values mean as much to Royal as they do to the engraver. Indeed, the care we exercise in this direction has created for us a national reputation, and hence a right to solicit *national business*.

ROYAL ELECTROTYPE COMPANY
620 SANSOM STREET PHILADELPHIA





IS YOUR NAME ON THE STREET?

THERE is a sign above your dealer's door, but does it proclaim your product or simply his name, which means nothing to the people passing by?

How about the thousands who are "sold" through your national advertising? Do they know where to buy your goods?

A Flexlume sign with your name cannot be missed. It will tie your advertising to the dealer's location. Everyone who passes will know where your product can be bought.

Flexlumes are day signs as well as electrical night signs of intense brilliancy. Their clear-cut letters of raised white glass standing out from a dark background make a combination which cannot be overlooked.

That is why shrewd buyers like the Western Union Telegraph Co. and the Hood Tire Co. have standardized on Flexlumes after looking over the entire field.

And Flexlumes are not costly.

Let us send you the Flexlume book, "Twenty-Four Hours a Day" and a sketch showing how that sign will look

The Flexlume Sign Co. 1439-1446 Niagara Street
BUFFALO, NEW YORK

Canadian Distributors, The Flexlume Sign Co., Ltd., St. Catharines,
Ont. Pacific Coast Distributors, Electrical Products Corporation,
941 West 16th Street, Los Angeles, Cal.

Shall the Advanced Price be Applied to Stock on Hand?

What Some Manufacturers Are Instructing Retailers to Do and How Their Policies Are Regarded

Special Washington Correspondence

SHALL retailers be permitted to sell stock on hand at the old prices? Must they, instead, change the price tickets of all the stock on the floor on a date set by the manufacturer? Or shall the moot question be left to the discretion of the individual dealer with freedom either to advance with the manufacturer or continue the old prices so long as his supply of goods holds out? That national advertisers may, for the protection of their interests, be compelled to take a stand in behalf of uniformity is suggested by the state of affairs that has lately been disclosed in the talking-machine trade.

Retail advertising which in this field is closely linked to national advertising has been involved to a conspicuous degree. The issue was precipitated when the Victor Talking Machine Company, after having absorbed rising costs of production for years, found in the new war taxes a last straw, and announced price revisions on its instruments that average in the neighborhood of seven and one-half per cent. On two of the most popular models in the Victor catalogue, the instruments formerly listed at \$150 and \$200, the Victor company intimated its wish that all dealers should advance price automatically on a given date, regardless of the cost price of the stock on hand. On all the other numbers in the line, however, the company left the retailer free to exercise his own preference, though intimating the belief of the company that customers should be given the benefit of stock on hand at the old prices.

The fat was in the fire in so far as local advertising was concerned. In some cities meetings of retailers were held in a more or less successful effort to deter-

mine on a uniform policy for local application. In other cities each dealer went his own way, and in not a few instances dealers who had large stocks on hand made considerable capital out of their ability to sell at lower prices than the dealers who had been caught short-handed when the price advance was announced by the manufacturers.

In an effort to sound retailer sentiment on this proposition, with the thought that it may be of interest to other manufacturers who may be called upon to advance prices during the war, a representative of **PRINTERS' INK** made a canvass of a number of merchants who had been called upon to decide this question for themselves. It was thought that in view of the fact that the merchants called upon were accustomed to handling lines upon which prices have been standardized, there might be practical unanimity of opinion on the subject, but this was far from being the case.

SOME MERCHANTS WOULD BASE PRICE ON COST PRICE

A minority of merchants sounded—but a minority of respectable size—argued by their words as well as their actions that the only fair course to pursue with respect to the public is to sell off the goods on hand at prices based upon investment rather than upon replacement value. In support of this theory it is pointed out that the United States Food Administration has brought pressure to bear upon all merchants with whom it has influence to base selling prices of foodstuffs upon cost prices rather than upon current market value.

That this attitude on the part of retail merchants is, furthermore, by no means confined to the talk-

ing-machine field is attested by the fact that S. C. Parker, a department store merchant of Bridgeport, Conn., appearing recently as a witness before the Federal Trade Commission, complained that Robert H. Ingersoll & Bro., in accepting from him on September 26 an order to be filled "at current prices" had, according to Mr. Parker's statement, stipulated that regardless of whether or not a merchant was to reorder, he should on a given date put up the prices of all stock on hand to conform to the quotations newly announced in the manufacturers' national advertising.

Outnumbering, according to the "straw vote" taken for PRINTERS' INK, the talking-machine dealers who favor the passing along of a price advance only when it has actually gone into effect, are those who prefer a horizontal increase all along the line. Seemingly a considerable proportion of this latter class are impelled by that trait of human nature which impels traders, as one frankly put it, "to get all we can while the getting is good." A goodly share, though, disclaimed any intention to disregard the actual or theoretical rights of customers, but expressed preference for a cut-and-dried plan of price advances simply because regularity in this respect makes for stability of competitive conditions and spares the distributor, with a limited amount of stock on hand, the havoc that may be wrought by a heavily stocked rival who is willing to advertise the old price.

Whether or not the attitude of retailers has been taken into consideration in formulating the programme of price advances, it is noticeable that the policy of the Victor company's chief competitors, Thomas A. Edison, Inc., and the Columbia Graphophone Company, is in contrast to that of the Camden concern. The Columbia company has already instituted advances that became effective in the retail sphere as well as in the wholesale field on a given date and Thomas A. Edison, Inc., has bulletined new prices to become

effective January 1, 1918. Incidentally the Edison management declares that its prices would have been increased over a year ago, were it not that the company is devoted to the one-price principle and was reluctant to make a change.

This precise angle of the situation was the subject of a conversation the other day between Delos Holder, of the Edison corporation, and Federal Trade Commissioner Victor Murdock. Mr. Holder had related how his firm had "studied and figured and ciphered" to hold the prices down and Commissioner Murdock smilingly commented, "In other words you were very careful not to disturb the demand." Elaborating, the Edison executive said: "We think that a system of this kind stabilizes things. We would much prefer that when we have established a price for one of our particular instruments it should remain at that price.

"BARGAIN" FEATURE MAY BE ATTRACTIVE

In stipulating that all distributors shall mark up prices simultaneously with the manufacturer, but in giving warning early in November of a price advance to take effect January 1, Thomas A. Edison, Inc., opens the way for retailers for special advertising drives. Some manufacturers of sound-reproducing instruments have, by mere chance no doubt, put their price advances into effect in the autumn, which is the harvest season in this trade, and have given such brief notice to retailers that only those who had considerable stocks on hand were in a position to make advertising capital out of the situation. Edison, in interesting contrast, declares "Thousands of people have been planning to buy Edison phonographs this fall, and it seems to us hardly fair to them to put the advance in effect before January 1." Accordingly retailers have been given nearly two months, and the best two months of the year to advertise against the impending increase.



FARM^{AND} HOME

Will Cut Down Your Cost Per Sale!

IT is the *cost per sale*, *not per inquiry*, that determines the success of your advertising.

Do not let yourself be fooled with a low cost per inquiry which adds nothing to the profit side of the ledger. It is the percentage of inquiries that are actually **SOLD** which is the proof of whether your medium is worth while.

This is true whether you sell direct by mail or through dealers.

Advertisers have learned that they can count on a low cost *per sale* from Farm and Home, as well as having many low cost inquiries for follow-up work.

THE 600,000 SUBSCRIBERS TO

FARM^{AND} HOME

*The National Monthly Magazine of Rural Life
for the Farms and Homes of America*

Make Your Advertising Investment Profitable

All are real farmers — well-to-do — and having the same confidence in Farm and Home as we know you will, if you'll write us for more information about it.

Over 88% of this circulation is on Rural Free Delivery routes and in towns of less than 2500.

PHELPS PUBLISHING COMPANY

Member of the Audit Bureau of Circulations

80 No. Michigan Ave. Oneida Bldg. 315 Fourth Ave. Forsyth Bldg. 1-57 Worthington St.
Chicago, Ill. Minneapolis, Minn. New York Atlanta, Ga. Springfield, Mass.

Your Advertising
Is the contemporary
History of
Your product.

Your Historian
Should be chosen
With care.

WOODWARDS INCORPORATED

*Merchandising Counsel
Advertising*

R. L. WHITTON, President
910 South Michigan Boulevard, Chicago

Why You Think Hollenden When You Say Cleveland

Thirty years ago The Hollenden was a good hotel.

In every year between then and now the Hollenden has been made better, by renovation, new additions, improvements and the steady insistence upon everything that is best.

It is the only hotel in the city that combines tradition and novelty—that exhibits the stability of maturity with the freshness of youth—that has had a natural, vital growth with the progress of the social and business life of the community—that knows how to do things well because it has been doing them well for a long time.

European Plan with Bath. For One Person
\$2 to \$5. For Two Persons \$3 to \$6. With
Twin Beds \$4 to \$6. Suites at various prices.

The Hollenden
Cleveland

In few lines, it may be added, have manufacturers in their national advertising exploited the goods in the hands of retailers as being, in effect, at a premium owing to impending price advances. This has been done to some extent in the automobile field and there are other exceptions, but for the most part the comparative price advertising has been left to the retailers. Paralleling this lack of unanimity on the part of manufacturers as to the advertising of stock on hand in the face of a current or impending advance in prices has been the divergence of opinion as to whether or not manufacturers in a given line should join hands to "make it unanimous" in price raising.

DIVERSE METHODS IN DIFFERENT FIELDS

There has been perfection of team work on the part of the makers of the leading advertised brands of collars in their two successive revisions of prices—the very coincidence of the time and the extent of the increase having, as readers of *PRINTERS' INK* are aware, been severely criticized before Federal tribunals by interests antagonistic to the whole principle of price uniformity. On the other hand, there may be cited, by way of illustration of the opposite policy, the go-as-you-please arrangement in the automobile tire market, where no two prominent advertisers have advanced prices on the same date, the result being that the local agents of the manufacturers who have been slow to advance prices have been enabled to turn this advantage to advertising account.

While on the subject of price advances in the field of nationally advertised goods, it may be confided that manufacturers are likely to find themselves resting under suspicion if they choose this juncture of new taxes as the time to advance prices (perhaps attributing the raise, at least partially to the taxes), but make the increase more than enough to cover the tax levy. A number of advertisers have done this very

thing with no realization that unworthy motives would be attributed. As has been stated above, in not a few instances the new taxes have been a last straw and firms that had held off from advancing prices on the score of higher material costs felt that they could hold off no longer. However, price advances that exceed in amount the direct consumption taxes levied under the War Revenue Act have latterly been made the subject of formal complaint to Washington and the United States Commissioner of Internal Revenue has announced that he will endeavor to take action against any person who collects ostensibly for tax purposes an amount in excess of that to be turned over to the Government. This will render it necessary for manufacturers to differentiate between that portion of a price advance due to new Federal taxes and the portion dictated by other necessities.

To Direct Cigar Advertising

Frank W. Harwood has been appointed advertising director of the General Cigar Company, New York, to succeed David G. Evans, who has resigned. Mr. Harwood has been engaged in the cigar business for several years, first with Bondy & Lederer and latterly with the General Cigar Company, which, under its former name, The United Cigar Manufacturers Company, absorbed Bondy & Lederer. He handled all of the advertising for the latter firm.

Keystone Fence Campaign for Farm Papers

A farm-paper campaign for Keystone fence is being prepared by the Wade Agency, of Chicago, for the Keystone Steel & Wire Company, of Peoria, Ill. The copy will make the appeal that farm productivity and feed economy is increased by proper fencing, the point being that stock can be turned into fenced fields to forage after crops are gathered.

Ed Wolff Goes to Milwaukee

Ed Wolff, of Scott & Scott, Inc., advertising agents, New York, has been appointed advertising manager of David Adler & Sons Clothing Company, of Milwaukee. Mr. Wolff formerly conducted an advertising agency of his own at San Antonio, Texas, and later was with the Thomas Advertising Service, of Jacksonville, Fla.

A Reply to Critics of the Liberty Bond Advertising

Publicity Was More Effective, So It Is Asserted, Than If Government Had Footed the Bills

By W. T. Mullally

Vice-Chairman, Sub-Committee Associated Advertising Clubs of the World

[EDITORIAL NOTE:—Recent criticisms of the Liberty Bond campaign were read at a meeting of the Association of New York Advertising Agents and were replied to by W. T. Mullally, of Maclay & Mullally. The critics had alleged that the copy was "excessively weak," that advertising was "not properly employed," and that the campaign in general was "pitiful." Mr. Mullally, in a temperate reply, contented himself with a review of the various steps in the campaign. Incidentally, he made a strong argument in favor of the ads being paid for and signed by various influential business concerns rather than the United States Government.]

BEFORE any man, particularly an advertising man, either praises or blames the advertising which was used in floating the Second Liberty Loan he should study the currency question of the United States. He should know the relation of the Federal Reserve Bank to the United States Treasury, the relation of the National Banks to the Federal Reserve Banks; the relation of the State Banks to the National Banks, the functions of Trust Companies, the position of investment houses in the financial field. When he has made this study he will realize the great problem of lifting over four billion six hundred million dollars from the individual depositors of the banks in the country—of sending it through the channel of the Federal Reserve Bank to the United States Treasury, and having the United States Government return this enormous amount of money to the banks through purchases made from American business men at a legitimate profit.

This would prove a most instructive and profitable study, and would furnish a new field of activity—which in my opinion would not only be productive to you, yourselves, but would be very beneficial to the whole country.

At this moment I am convinced that the floating of the Second Liberty Loan was a much easier task than it is for me to try to tell you of the slight part that the copy department had in accomplishing this great work.

In my opinion, this advertising was forceful and practically one thousand per cent. In the opinion of J. I. Clarke, advertising manager, it was good. Guy Emerson, director of publicity, and the man whose efforts are more responsible than those of anyone else for the success of the Second Liberty Loan in this district thinks it will do.

The Liberty Loan Committee, particularly its copy division, invites and strongly urges everyone to send them constructive criticisms of the work they have put out. It is in this way that we can make the succeeding loans the success that they deserve to be. The purposes of the copy division were to supply copy for all space obtained by the space bureau, to attend to the getting of the same in type and placing it in the publications so that the message would be strong in its copy-appeal and attractive in typography and layout.

WORK IN THE SECOND FEDERAL RESERVE DISTRICT

Through personal solicitation and by mail, advertising agencies and writers of recognized ability were requested to furnish copy. About 200 were solicited.

Over 335 pieces of copy were sent in; of such number 162 were O K'd.

Over 25,000 proofs were furnished by the newspapers. We were able to get these out at practically no expense—as a con-

THE publishers of Today's Housewife announce the following, effective December 1st.

K. D. McAlpin, Eastern Advertising Manager, assumes entire direction of the Advertising Department in the Eastern territory.

W. A. Sturgis, Western Advertising Manager, assumes entire direction of the Advertising Department in the Western territory.

In these executive capacities they will succeed H. R. Reed, Advertising Director, who will leave the organization on the above date.

Both Mr. McAlpin and Mr. Sturgis have been with Today's Housewife over a period of years and have been in a large measure responsible for the splendid record made in this department of the magazine's work.

Mr. Reed's record with the organization prompts the expression, in this connection, of our sincere appreciation of his breadth, his unquestioned capacity and his fine sense of fairness and loyalty. He carries with him our very cordial good wishes for the further achievements in the field of advertising which are certain to come to him,



Vice Pres. and Gen. Mgr.

Today's Housewife

461 Fourth Avenue - New York City
People's Gas Building - Chicago, Ill.



Only One Edition Each Year

Numerous requests come to us for directories after the edition has been exhausted. We print but one edition each year.

Kastor's Newspaper and Magazine Directory

We try to anticipate the probable demand, so if you want this complete, authoritative directory, send your order now and we will ship it when issued, and bill you \$5.00 after delivery.

Make Your Reservation for 1918 Issue

Correct circulations of leading publications (all classes) in U. S. and Canada—obtained from government and A. B. C. reports and publisher's sworn statements. Place and frequency of publication of each medium. Populations of states and cities.

Special Lists

Magazines, Monthlies, Miscellaneous Monthlies, Agricultural Publications, Weeklies, Miscellaneous Weeklies, Poultry Journals, Automobile Journals, etc., etc., with advertising rates, circulations and closing dates. Contains direct statements from more than 200 publishers. Size four and one-half by six and one-half inches. Seven hundred and fifty pages. Printed on best quality blue tinted book paper. Gilt edges. Bound in finest leather.

H. W. KASTOR & SONS ADVERTISING CO.,
CHICAGO ST. LOUIS

tribution from the publications.

The advertisements were laid out and were set up by the *Evening Post*, New York *Tribune*, New York *Sun* and New York *American*.

Amos H. Barnett, of the *Evening Post*, did most of this work as a patriotic contribution, and his assistance was of such material advantage that he can be largely credited with the successful handling of this enormous amount of copy.

The forms of appeal used in the copy were: educational, investment, insurance, patriotic, emotional and the necessity for immediate action. It was soon found that the patriotic and emotional appeals had the best results, and the campaign was finished with the emotional appeal predominating the copy, with the exception of the last forty-eight hours, in which the copy was devoted to the necessity of immediate action, and a reverse cut was used which could not but attract attention to the loan.

PROMPT WORK OF DEPARTMENT

Several records were made; for instance, in the bank's advertisement, "Borrow and Buy"; fifty-eight minutes from the time the manuscript was handed to the copy division, a finished proof was laid on Mr. Emerson's desk.

Friday morning, October 26, all advertisements were changed to read, "Loan closes at 12 o'clock Saturday night"—instead of "At noon Saturday."

A good estimate of the cost of the advertising would be \$350,000 to \$500,000.

The clerical expense of this department was \$53 a week.

The entire corps of the copy department was composed of experts in their particular lines, and this work was of such a technical nature that it was necessary that only those trained in the advertising field could be used.

Over 500 customers were served and not a complaint was made, which evidences the satisfactory nature of the work performed.

The Second Federal Reserve

District, comprising the State of New York, a portion of New Jersey, and Fairfield County, Conn., contributed over \$1,550,000,000 toward a Government loan which called for \$3,000,000,000, for which there was a subscription amounting to \$4,600,000,000. Nine million five hundred thousand people subscribed, and the Second Federal Reserve District furnished 2,000,000, or practically one-fourth of the entire subscribers for the whole loan. Certainly we can credit advertising as being one of the chief factors in obtaining these magnificent results.

The New York *Times* of October 25th contained a set of advertisements which show how systematically and carefully the entire campaign was planned and worked out. On page seven we have the now famous advertisement "Borrow and Buy"—containing this unanswerable appeal:

"DELAY COSTS BLOOD—THE BLOOD OF OUR OWN SONS

"The Undersigned Banks Pledge Themselves to make loans on the four per cent Government bonds at the same rate of interest paid to you by the Government. Such loans will not interfere with any borrower's regular line of credit. We urge every bank in the United States to do likewise." Signed by seventy-five of the strongest institutions of this country. This made it possible for every citizen of any moral standing, whether he were poor or rich to aid in supporting his country, protecting his family and making the world safe for democracy.

On page eight is an advertisement covering two-thirds of the page telling him all about Liberty Bonds—what they are, why he should buy them, how he can buy them, where he can buy them and when he should buy them.

On page nine is an advertisement stating the necessity of deciding to-day, and that the decision will be made for or against America.

On page ten is an appeal signed by a bond house of noted reputation showing that it is not

only a patriotic act, but the soundest investment in the world to place savings in Liberty Bonds.

On page eleven is the emotional appeal illustrated by the picture of "Our Boys" going "Over the Top."

On page twelve is an announcement headed "Until we end this War"—setting forth the necessity of ending, finishing, forever stopping this unholy carnage.

CAMPAIGN WAS WELL PLANNED

Throughout the campaign the advertisements were arranged with great care, so that there would be a natural sequence of thought, and in instances where more than one advertisement appeared on the same page, headings were arranged to convey a consecutive idea if read across the page as well as down the column.

When we state that in thirty days 100,000,000 people were awakened, stirred—and that 9,500,000, or nearly one-tenth of our entire population were induced to purchase securities, we have proved advertising the quickest, most far-reaching, and the most convincing medium, that the world has ever known.

The advertisement entitled "My Boy and Your Bond," written by Mr. Emerson—illustrated by the same cut as appeared in the advertisement contributed by the American Tobacco Company, "Suppose you were going Over the Top," had the action that we read about, dream of, and seldom see. The advertisement headed "More Bonds—Less Blood," received most favorable comment. The flag awakened sentiment and emotion and showed action, whereas, the Statue of Liberty which was used in practically all the advertisements is static and appeals much more to the New Yorker than to the entire country.

A natural question is, "Has all this any significance for the future of business when peace has been gained, and not only the bloody Hun, but his idol the God of War is overthrown?" It certainly has: Europe devastated and her cities razed, must be rebuilt.

The sinews of business will come from American enterprise.

The rates of interest will be regulated by the urgent need and the difficulty of obtaining money.

Therefore, American securities have a future that means increase in selling price plus increase in dividends. The savings of yesterday invested in high-grade, gilt-edged securities of to-day will prove to be an investment that will provide for the necessities of to-morrow.

The question of paid advertising to float the Government loans has been carefully considered, fought out and won. This fight was ably championed by the National Advertising Advisory Board, and every advertising man owes them a deep debt of gratitude for the capable presentation of our case, and for the open admission from Secretary McAdoo and Mr. Emerson that advertising is essential to any loan, and that it is a commodity which should be paid for. The fact that this last campaign was paid for by contributions from bankers, investment houses, trust companies, merchants and the business men of the country, is the greatest endorsement of the principle of advertising. Is it not better that over 500 important business concerns, corporations, banking houses, individuals, merchants, should sign their names to this space contributed, than that these advertisements should be signed by the Government? The community for the first time saw a consensus of opinion that the best thing to do was to buy Liberty Bonds; and I cannot emphasize this point too strongly. We have had paid advertisements from institutions that have bragged that they did not believe in advertising.

To-day, Prussianism is in greater dread of advertising and light than of any other single antagonist. They have spent millions of dollars attempting to cloud the truth and keep their people and the world from knowing the facts.

Autocracy fears publicity. De-

In Philadelphia Nearly Two Million Consumers

in 375,000 Homes are
constantly buying

Clothing

Shoes

Hosiery

Underwear

Millinery and Hats

Food and Drink

Soaps and Toilet Articles

Household and

Kitchen Necessities

Furniture, Rugs, etc.

Medicines

Heating and Lighting

Musical Instruments

Automobiles and Acces-
series

In Philadelphia
nearly everybody reads

The Bulletin

Net paid daily
average for October

364,637 Copies
a day

WILLIAM L. McLEAN, Publisher.

New York Office
Dan A. Carroll
Tribune Bldg.

Chicago Office
J. E. Verree
Steger Bldg.

The Albert P. Hill Company, Inc. Pittsburgh

Trade Investigation;
Sales and Advertising Plans

Magazine, Newspaper, Billboard,
Street Car & Direct Advertising

Personal, Sincere, Effective Service

GLASS

SPECIAL

**HANDLE
WITH CARE**

GLASS

RUSH

**FRAGILE
DON'T CRUSH**

HANDY STICKERS

**PRINTED MATTER
ADVERTISING RATES**

KEEP DRY

RED OR BLUE, ON BEST GUMMED PAPER

SOLD

EXPRESS PAID

50¢ PER 1000 FOR YOUR CHOICE OF ANY ONE KIND OF
THESE HANDY STICKERS, Size $\frac{1}{4}$ X $2\frac{1}{4}$
Assorted, 10 Kinds, of Your Own Selection, 1000, 75c
POSTPAID YOU WILL NEED THEM SOME WAY EVERY DAY

DON'T BEND

**MENTION
FOR DUPLICATE**

LARGER SIZE, ANY ONE KIND, Size $1\frac{1}{4}$ X $3\frac{3}{4}$, 1000 POSTPAID **75c**
ASSORTED, 10 KINDS, OF YOUR OWN SELECTION, 1000 \$1.00

KEEP COOL

PERISHABLE

SEND YOUR ORDER TO-DAY—WE SHIP ON SAME DAY RECEIVED

INFLAMMABLE

PARCEL POST

NATIONAL LABEL CO.
173 Second Ave., N. NASHVILLE, TENN.

C.O.D.

POISON

COLLECTION STICKERS SHOWN BELOW
One size only, 3 times size of illustration. Red or Blue, 1000, 50c

FRAGILE

THIS SIDE UP

They'll turn your slow-pay debts into dollars

DON'T CRUSH

C.O.D.



PREPAID

mocracy supports it and uses it in lifting mankind to a higher and better plane of living.

We have seen the brotherhood of men endorsed by every class of trade—self being set aside as if they had said, "Buy Liberty Bonds—then consider our products."

WHY PRESENT SYSTEM IS BEST

It is my belief that this form of paid advertising is most confidence inspiring and is much stronger than the English system of government-paid advertising. The complaint has been made that the copy was not educational enough. Every one of us knows that men follow leaders; and we had the leaders of our commercial life publicly placing above their names the message: "Buy Liberty Bonds; they are safe; they are the best investment—it is your duty." We know that these men meant it, for they paid their own money to make this statement, which is much stronger than simply allowing their names to be used.

The financial field of to-day invites the brains of agency men. The two Liberty Bond issues alone, if none other were placed, have proved that we have not 300,000 investors but 9,500,000. The day of syndicates is passed, the strong corporation will sell its shares throughout the whole country. Strikes and labor troubles will become unpopular because every man will own an interest in the industrial and business corporations for which he may be working. Naturally, the advertising man says. But how, where will you get your distribution? Through your local banks, of which there are 36,000 in the country. And remember, these retail stores of finance know the name, address and financial responsibility of every one of their depositors. How can I reach 30,000 banks? You will find that they are easily covered by twenty-five or thirty large banking institutions who have their principal offices in New York City, and to whom the out-of-town bank is glad to refer as their corre-

spondent bank, because of the prestige and sound advice and power of these institutions.

"Borrow and Buy," to which I have already referred is one of a series of three advertisements written by Mr. Emerson. This advertisement is one of the most significant declarations that the world has ever read. It is signed by seventy-five of the strongest and most conservative institutions of America, and remember that America to-day holds two-thirds of the gold supply of the world in its vaults. It is a declaration that these men have shed the old garment of secrecy and have clothed themselves in the white raiment of "Truth in Advertising" that they are ready to receive you and your ideas. History shows that bankers have always been patriots. This was proved in the Civil War, the Mexican War, and is even more so to-day. Here is an army clad in Liberty Bonds, and these are the men who have made the success of the war possible.

To Represent "Pharmaceutical Era"

Edward W. Smith, for two years advertising manager of the *Modern Grocer*, of Chicago, has resigned to join the D. O. Haynes Company, of New York. He will represent the *Pharmaceutical Era* and other trade publications of the company in New York.

Indiana Farm Papers Combine

The Guide Publishing Company, of Huntington, Indiana, publisher of the *Farmer's Guide*, has purchased the *Indiana Farmer*, of Indianapolis. The publications will be combined and known as the *Indiana Farmer's Guide*. The office of the publication will be Huntington.

J. S. Jetton, who has been advertising manager of the Nunnally Company, Atlanta, Ga., for the past four years, has been appointed sales manager and will now direct both departments. The Nunnally Company is a large candy manufacturer.

Walter Jay Stephens, who has been with the advertising department of the Addressograph Company, Chicago, has taken charge of advertising for the James H. Rhodes Company, manufacturer of industrial chemicals, of Chicago.

Goods Cheaper in Packages Than in Bulk

Merchants and Clerks Cannot Compete With Machines

THAT packaging reduces the cost of goods to the consumer is maintained by Newman Hamlink, sales manager of the Corn Products Refining Co., New York. He made a convincing talk to this effect before the convention of the American Specialty Manufacturers' Association at its recent Atlantic City Convention. He said in part:

"As to the assumption that the vending of all articles in bulk form might contribute to reduced cost to the consumer, let us analyze what the transfer to the consumer of the cost of weighing, packing, time, etc., as it is done to-day in numerous factories and especially designed plants, with the best and most modern machinery and at minimum cost in labor, would mean as applied to the estimated total of more than seventy-five per cent of package goods consumed, and as it would have to be then performed in the 365,000 stores in this country in which groceries are retailed.

"The census shows that most retail grocers are married men and that their wives assist in the keeping of the store. Assuming that ten per cent of the total stores have but one proprietor, either a man or a woman, we have, allowing but one additional helper or clerk to each store, a grand total of 1,058,500 serving our consuming public—110,000,000 persons—or an average of one to each 110—a very conservative estimate.

"Consider that of the total goods handled by this army of grocers less than twenty-five per cent is in bulk, it is evident that the advent and rapid growth in the demand for package goods has made it possible for these grocers, their wives and clerks to serve so great a number of customers.

"Consider then eliminating the large volume which consists of package goods, requiring no time

for weighing, wrapping, tying, etc. (the transaction being complete when the grocer reaches to the shelf and hands the package to the purchaser), and transferring from the factories of the country the tremendous amount of weighing, wrapping, tying, etc., that is now done at a minimum of cost, plus the cost of paper, boxes, twine, etc., and placing this burden on the storekeepers.

"It would be necessary to have at least one additional clerk for each store, or 365,000 additional persons. These clerks would have to be withdrawn from other and more productive fields, which at this time would be very serious. Add the cost of these clerks, the cost of paper, twine, time, etc., to say nothing of the loss by evaporation, contamination, etc., common in bulk goods, to the price the consumer would have to pay under this new order of things.

"Are there any who will not concede, assuming that the foregoing facts are appreciated as correct, that a reversion to the old, unsanitary, uneconomical methods of twenty years ago in the distribution of foodstuffs would mean a greater cost, pound for pound, to the consumer, and with a great deterioration in the quality of goods or value received?

"We are arguing in this more enlightened age from a standpoint of better quality and better and more hygienic reasons, confirming the unmistakable approval which the great and more intelligent buying public of to-day attaches to package goods, as shown in the greatly and steadily increasing demand which bids fair in time to call exclusively for all articles, certainly foodstuffs, to be supplied in sealed, sanitary packages as a guarantee to the ultimate consumer of uniformity in quality, quantity and price."



TO SEE CLEVELAND

**From Five Hundred
Miles Away—One Must Use a
Telescope.**

The traveling salesman may be a high power lens, but he is inefficient, compared to the microscopic methods used by this sales organization in its daily search for orders directed right from the very heart of the city.

The methods used by our Specialty Department are intensive. Orders are searched for, developed and secured where none have been found before. And they are produced for the manufacturer upon a basis that is moderate in cost, and exceedingly efficient in results.

Cleveland is a market that is rapidly increasing in importance. If you are interested in securing business here, and wish to avail yourselves of market information which it has taken this company years to accumulate, write the



SPECIALTY DEPARTMENT

THE PAUL E. KROEHL COMPANY
FOOD BROKERS

SWETLAND BUILDING

CLEVELAND

Business Papers to Aid U. S. in Securing Skilled Workmen

Roger W. Allen Appointed Chairman of the Committee to Carry On
Campaign Among Industrial Manufacturers

THE War Department has asked the co-operation of the Associated Business Papers, Inc., in recruiting a large number of skilled mechanics, artisans and other expert assistants for the Aviation Section of the Signal Corps. President Arthur J. Baldwin has appointed as a committee to organize the members, Roger W. Allen, of the Allen-Nugent Company, New York, chairman; E. H. Darville, of *Hardware Age*, New York, and David Beecroft, of the Class Journal Company, New York. A meeting of business-paper publishers, which will include not only members of the organization but outsiders as well, will be held this week to perfect arrangements for conducting the campaign.

The committee realizes that it has an almost impossible task upon its hands in securing the number of workers the Government requires. Nearly all the more important industries are already short-handed, in spite of all efforts that have been made to fill their factory ranks. The help wanted pages of the newspapers in the larger cities have carried advertisements offering all sorts of inducements to persons capable of filling existing vacancies, but there have been few responses. Handicapped although they are, it is to these manufacturers the Government must turn for the men it needs in the Aviation Section of the Signal Corps.

It will be the duty of the Business Press committee, which will eventually include representatives of publications in each of the fields from which the skilled employees are to be drawn, to get these men with the least possible disturbance to their respective industries and with the least hardship to their employers and themselves.

The plan of operation, which is not yet complete as to details, aims to interest the manufacturers through the publishers of the representative business papers in the several fields of endeavor in which they are engaged.

An immediate call has been issued for chauffeurs, mechanics, engineers, instrument repair men, cooks, carpenters, electricians and photographers. The following is a list of the industries from which these and other men are to be drawn: Automobile manufacturers, the automobile trade, automobile truck fleets, building, contracting, jewelry and optical goods makers, photography, the electrical industry, including manufacturers, engineers and railways; foundries, furniture manufacturers, hotels, farm implement makers, iron and steel, machinery manufacturers, public service, railroad supply makers, railroads, woodworkers and telephone and telegraph companies.

It is believed that while skilled labor will be asked to make unusual sacrifice for their country, yet a large number will respond because of their desire "to do their bit."

Hamilton to Leave National Tube Co.

On December 1, L. F. Hamilton, manager of the advertising and specialty department of the National Tube Company, Pittsburgh, will become identified with the Walworth Manufacturing Company, at Boston. This is the company which purchased the Kewanee Works of the National Tube Company about four months ago. With the Walworth company Mr. Hamilton will take up approximately the same duties as he has held with the National—more particularly the training of specialty students, supervision of specialty and sales-promotion work, etc.

Mr. Hamilton will be succeeded at the National company by W. J. Schaeffer, who has been assistant in his department.

E. Katz
Special Advertising
Agency

Publishers' Representatives

Have opened a Pacific
Coast Office in the
Monadnock Building,
San Francisco, in charge
of Mr. Clarence Colman
for the development of
advertising for the pub-
lications they represent

NEW YORK - - CHICAGO
KANSAS CITY SAN FRANCISCO

New York and Chicago

LOGICAL locations for Special Agency Offices. Started New York Office, January 1st, 1916. On November 1st, 1917, we moved our Toledo Office to Chicago. Why?

To give better service to Agencies desiring to "clear" their Newspaper Classified Advertising. Both Offices doing fine, thanks!

Advertisers should have a copy of our latest Bulletin, listing 1,000 Newspapers.

Agencies should have our Commission Proposition

ARKENBERG
Special  *Agency*
PUBLISHERS' REPRESENTATIVES

NEW YORK
702 World Bldg.
Tel. Beckman 2252

CHICAGO
1120 Lytton Bldg.
Tel. Harrison 5508

22,000 Bank Buyers

In this number of the best banks in the U. S. read Successful Banking every month. These 22,000 banks comprise a selected list with \$100,000 deposits and over. These buyers represent the institutions which form the strength of the financial world. Have you a product or a service to sell them?

Successful Banking

Benton Harbor

Michigan



TWO complete engraving plants—fully equipped for intelligent service and the finest production of color plates, half-tones & line-cuts.

THE BECK ENGRAVING COMPANY
PHILADELPHIA NEW YORK

Lehigh's Method of Listening to Public

LEHIGH VALLEY RAILROAD COMPANY
New York, Nov. 23, 1917.

Editor of PRINTERS' INK:

May I suggest what we regard as an improvement on the plan used by the Bay State Street Railway Company, of New England, for the circulation of newspaper clippings among its officials, so interestingly described in a recent issue of PRINTERS' INK under the heading, "Corporation's Use of Newspaper Clippings to Gauge Its 'Market.'"

The Lehigh Valley Railroad has used a similar plan for nearly five years. We, however, mount clippings on folio-sized manila boards, numbered consecutively. Before being sent to the president and other officials, each clipping is carefully indexed, and after making the round of offices, the boards are filed where they are easily accessible in the event of any question arising making reference to them necessary.

This system would seem to be a simpler one than the removal of the clippings from the board and pasting them in the scrap books as is done by the Bay State Street Railway Company.

JOHN DUFFY,
Assistant Secretary.

"Printers' Ink" Is an Essential Product

PATTERSON BROS. TOBACCO CO., INC.
Manufacturers

Cigar & Cheroot Dept. Formerly Gordon Cigar & Cheroot Co., Inc.

RICHMOND, VA. Nov. 17, 1917.

Editor of PRINTERS' INK:

Will you kindly add our name to your list of subscribers and mail us each week copy of your magazine. We will remit promptly on receipt of your bill.

We can never say too many good things about PRINTERS' INK, because in our opinion we feel that it is absolutely essential in the office of any good business concern in the country to-day.

H. S. SIMPSON,
Treasurer.

Can't Save Postage This Way

Business houses which conceived the idea of sending first-class mail by messenger to post offices in adjoining cities in order to take advantage of the drop-letter rate of two cents an ounce have been checkmated by an order of Postmaster General Burleson. In case, for instance, a New York department store should send its monthly statements for Brooklyn customers across the river for mailing in Brooklyn, one cent will be collected upon each letter from the addressee. Furthermore, all such cases are to be reported to the Third Assistant Postmaster General, with a statement of all the facts.

The Worst Kind of Tax is surcharging the Memory

Professional men and women of many grades find it necessary almost every day to refer to matters with which it is inadvisable to burden the memory.

The New York Times Index is the friend of all workers in lines of research. It provides them with the outline of every event and leads to the supply house of information. The New York Times Index, is an alphabetical arrangement of the world's events, constituting a guide to developments in every phase of activity—war, politics, literature, science, art, industry, finance, etc.

To locate any event and to ascertain details connected therewith, the New York Times Index is indispensable.

Professional and business men testify to the value of the Index. It is universally admitted that no library or office is complete without it.

Published four times a year.
Strongly bound in gray cloth.
\$2 a Volume—\$8 a Year.

The New York Times Index
Times Square, New York
New Volume ready.

Auto Has Changed Buying Habits of Farmers

(Continued from page 6)

their goods are distributed, the more frequently the automobilist will come in contact with them, and quite naturally the more often will he buy. Therefore, the manufacturer's distribution problems are not cared for as soon as he has lined up the dealers in the state's leading trade centers.

The ability to get to town rapidly helps the farmer in more ways than can be described in this short article. Suppose a machine breaks down in the midst of a busy period. Formerly, to drive to town for an extra part, if the farmer lived any distance out, and most of them did, would kill a valuable day. Now the trip can be made in scarcely no time.

When I lived on the farm, our big market was a city twenty-five miles away. We had a number of summer customers there for butter, eggs and other produce. This route had to be covered every Saturday. To make it before the heat of the day set in, we had to start from home at one o'clock in the morning. We reached the city at six. Since the horses had to be rested, it was two or three in the afternoon before we could start back, and well along in the evening before we arrived home. The trip took a day and the better part of a night. To-day the farmers in that same section start for market in their autos or trucks at 5:30 or 6 in the morning and are back on their farms at 9 o'clock, or in time to do a day's work at something else. I mention this incident at the risk of being personal, because it is one explanation of why the farmer can afford to buy more now than he could in the days of yore. The time he saves contributes materially to his income.

The proximity of a farm to a live town has a decided bearing on the value of the property. Other things being equal, farms within an hour's traveling dis-

tance of a town are worth considerably more than those that are farther off. The automobile, therefore, has brought farms ten, fifteen, twenty and twenty-five miles distant within an hour's radius, and hence has been the means of increasing their value greatly. For this reason, the man who bought an automobile, by this very fact was immediately able to buy many other things. This is a point that was explained to me by a banker, who at one time was opposed to the automobile as a needless luxury.

In still another way has the motor car made the farmer a better prospect for merchandise. The man who does not move about much among his fellows usually hasn't much personal pride. He is satisfied with old clothes. He doesn't care whether or not his barn is painted or what condition his buildings are in as long as they serve their purpose. But bring that man into frequent contact with others, and soon his attitude changes. When he travels about he sees what others have, and before long he, too, wants those things. His immediate neighbors may not be progressive and unfortunately he has been under their influence. However, when he takes an automobile trip over into the next county and sees that the farmers there have silos and neatly painted buildings and other things that he always thought unnecessary, he wakes up and shakes out the kinks in his mind. Hence, the next advertisement for these articles that he runs across is likely to accomplish its mission. It would be easy to elaborate on this whole question, but enough has been said to show how unmistakable the tendency is.

But how does this development affect the mail-order business, you say? I asked that very question of a number of retailers. If farmers are traveling more and are going to town more frequently, is there so much occasion for them to buy by mail? Undoubtedly one of the principal reasons for the growth of catalogue buying among farmers is the inaccessibility of the



1917

DURING THE WEEK
OF NOV. 11 TO 17
THE PHILADELPHIA
RECORD PRINTED 696½
COLUMNS OF ADVERTISING
OR 53½ MORE THAN THE
PREVIOUS HIGH MARK
THE WEEK OF DEC. 8 TO 15

1916

THROUGH NEARLY FIFTY
YEARS THE TERM "ALWAYS
RELIABLE" HAS BEEN
HONESTLY ACQUIRED
AND JUSTLY APPLIED
TO
THE PHILADELPHIA
RECORD

1870

Making a Soldier of Sugar

AS we have sent men abroad to fight for America—as we have sent money—as we have drafted steel, with other commodities, into fighting-service or enlisted wheat and other fighting-foods—so we must make a soldier of sugar.

Nutriments for the nations at war is as vital to the outcome as the powder that feeds the guns. A great nutrient in time of peace—in war a veritable sinew—sugar is now called upon to play a heroic part, to supply to peoples of our Allies—whose strength is ours.

To wrap up sugar in the American flag, so to speak, and put it into the fight becomes a duty of loyalty. It will be borne cheerfully by every industry, every dealer, and every individual it falls upon. Upon certain industries it falls heavily—and especially on the workers who derive their living from them. Yet the American civilian is in this war with the soldier. American business great and small, American capital from Wall Street to the remotest country bank, is with the Government every step of the way. The *U. S.* means *Us*. We, all of us, are in the fight with everything we have, for the sake of everything we cherish.

This company regards it a privilege to comply with the Government's request, made similarly to all manufacturers employing sugar in quantity, to reduce our output fifty per cent.

To the end of conservation we pledge our further efforts in every direction that opportunity may disclose, in manufacture as well as beyond the scope of our immediate interests; and in this effort generally we bespeak the co-operation of dealers and consumers everywhere.

**THE COCA-COLA COMPANY
ATLANTA, GA.**

goods they want. The automobile has removed that condition. Therefore, shouldn't mail-order trade decline? Well, it hasn't. The opposite is true. The explanation is that the new conditions which have grown up on the farm have led to an intensification of demand. Farmers are more particular buyers and larger buyers. They buy some from the retailer and some from the catalogue house. The competition between the representatives of these two rival systems of selling is getting keener all the time. The more progressive retailers, however, regard the catalogue houses as just competition, to be dealt with like any other competition, and not as a menacing octopus, which is the view of the weaker dealer.

Price of News Print Paper Fixed by the Government

The entire news print paper situation was cleared up on Monday by an agreement entered into between the United States Government and the news print manufacturers under which all interests involved were granted safety and security for the duration of the war. The agreement provides for the fixing by the Government of manufacturers' maximum prices and compels the dissolution of the News Print Manufacturers Association, which has been called "the Paper Trust."

As a prerequisite to the agreement five of the six manufacturers indicted for criminal violations of the Sherman anti-trust law came into the Federal District Court, of New York, and pleaded nolo contendere to the charge against them. Judge Mayer imposed a fine of \$2,500 in the case of four of the defendants and \$1,000 in the case of the fifth, which fines were paid.

According to the agreement the maximum price of news print paper, at the mills, bought in carload lots, is to be \$3 a hundred pounds for the first three months of 1918, after which period a maximum price to be determined upon by the Federal Trade Commission and subject to review of the three judges of the United States Circuit Court is to prevail for the duration of the war and for three months thereafter, unless it is changed by order of the commission and the court. The maximum prices for paper bought in sheets and in less than carload lots are fixed tentatively at from \$3.25 to \$3.75 a hundred pounds, and will finally be determined by the same procedure.

It is estimated that during the coming year the publishers will avoid increases in the price of paper amounting to between \$30,000,000 and \$40,000,000.

"Jaffee" Added to Beechnut Family

The Beechnut Packing Co., of Canajoharie, N. Y., is introducing in the New York City market a new "meal-time" drink called Jaffee, made from fruits and nuts. Full pages have been used in several New York dailies, and subway, "L" and "tube" cards and outdoor display are also being employed. The current newspaper copy emphasizes the fact that Jaffee saves sugar, requiring only a third as much as coffee. The point of economy is also made, one pound of Jaffee at 25 cents producing one hundred cups. Though the taste is very similar to that of coffee, it is not being pushed as a "coffee substitute." The advertising carries a trade figure, the "Jaffee woman," in the costume of the Dutch settlers of the Mohawk Valley. One hundred thousand quarter-pound sample packages of Jaffee have been distributed in the metropolitan district.

A national campaign on Jaffee will follow soon, with color pages in a number of magazines in the women's and general field. The name was selected after a prize contest had been advertised to the general public, with a \$100 reward for the best suggestion.

Decision in Kellogg Name Case

The final decree in the case of Dr. John Harvey Kellogg et al against W. K. Kellogg and the Kellogg Toasted Corn Flake Company has been signed by Judge North, of the Michigan Circuit Court of Calhoun County. This decree, which was indicated in the preliminary decision previously noted in **PRINTERS' INK**, gives the decision to the defendant.

Joins Manternach Company

Edward A. King has joined the Manternach Company, Hartford, Conn. For the past two years he has been connected with the advertising department of the Albany, N. Y. *Knickerbocker Press*, and prior to that he was in charge of advertising for the Cox Brass Manufacturing Company, of Albany.

Manager of LaSalle Paper Company

Hollis G. Gleason, who has been special representative for the *Inland Printer*, Chicago, has been appointed manager of the La Salle Paper Company, also of Chicago.

The La Salle company, it is announced, has entered the jobbing field.

Expansion of Katz Special Agency

The E. Katz Special Advertising Agency, publishers' representative, with offices in New York, Chicago and Kansas City, has opened an office in San Francisco. Clarence Colman will be in charge.

Canada's Food Controller Gets Added Powers

New Orders in Council Authorize Him to Fix Prices and Limit Purchases—Will Also Control Exportation of Long List of Food Products

A NEW Order-in-Council in Canada relegates to the Food Controller powers so wide and far-reaching that he is empowered as a Dictator, with all that is necessary in the way of legislation, to make his dictation obligatory. The Government is pledged to reduce the cost of living. It is the general opinion that the new edict will enable the Controller to clarify the situation by getting something done. How he will act, the Controller alone knows.

The Order-in-Council referred to gives full powers to control the exportation of four classes of commodities: food products, some of which are not indigenous to Canada; animal and vegetable fats, oils and greases, edible and inedible, which are eagerly desired, particularly in the Teutonic Empires; fertilizers, which are required for the augmentation of agricultural production in Canada, and feed of various kinds so necessary to the cattle, sheep and hog breeders of the Dominion, if they are to respond effectively to the call for a larger output of food animals. These commodities may be freely exported to Great Britain and to British possessions and protectorates. Their shipment to other countries is prohibited with the proviso that licenses may be issued by the Minister of Customs, under regulations framed by the Food Controller of Canada, approved by and issued under the authority of the Governor in Council, permitting the exportation of the goods listed above "to countries in alliance with the British Empire, and having armies in the European fields." The list of food stuffs covered by this order includes such commodities of domestic production as food grains of all description,

wheat, corn, rye, and flour and meal manufactured therefrom, including oats, oatmeal and rolled oats; all meats, meat juices and fats; poultry; fish; butter, cheese, condensed milk, lard, etc. It also provides control of Canada's supplies of such imported commodities as desiccated cocoanut, peanut oil and butter, rice, sugar, etc., etc.

SYSTEM OF LICENSING GIVES CONTROLLER BROAD POWERS

The Controller, in addition to control of exports, has been given full powers to regulate domestic trading, both as to the maximum price permissible and the size of the purchase allowable. This action has been taken by the Government to prevent "hoarding and combinations, and so reduce the cost of living." The Food Controller may by written order "Prescribe the maximum amount of profit or the maximum price (or both) to be charged on the sale in Canada, or within any part or parts of Canada, of any food or foods, or of any product or food products." He may, subject to the existing law, prescribe the units or unit of measure or weights to be used in the selling of such commodities, may declare the manner in which food products offered for sale shall be designated, marked, branded or graded, and, finally, may fix maximum amount of any food or food product that may from time to time be bought or sold by any person or persons. For the purpose of the exercise of these powers the Food Controller may forbid manufacturers, wholesalers, commission merchants, brokers, and retailers to make or sell in Canada any food or foods unless they first obtain a license from his department. For such a license the fee is not in any case to exceed \$600.

A third Order-In Council provides that from December 1 every mill capable of making 100 barrels of flour every twenty-four hours must be licensed. Mills of a smaller daily capacity may also be licensed if the Controller so desires.

What Are You Going to Do About It?

EVERY business must be put on a war footing today.

War demands the immediate adoption of the most efficient means and methods for every phase of industrial and business life.

In the sales department, earnest constructive planning for the use of those sales forces other than salesmen, is *now* an absolute necessity.

Direct Advertising—comprising every form of selling literature going direct to prospective buyers—must play a far more important part in *getting orders*—at less cost.

Building selling literature of that high degree of sales

power required today is outside the experience of most sales departments.

No need for *your* sales department to tackle such a job alone—unaided.

Our organization offers you the co-operation of men of thorough experience and specialized ability in the planning and production of Direct Advertising to meet every sales purpose.

We are in intimate touch with market conditions and the means and methods now being used with success in these markets.

You will find it profitable to talk over your sales literature with us. Such discussion places you under no obligation. Write us.

EFFECTIVE DIRECT ADVERTISING SERVICE
**ROBERT SMITH
COMPANY**
LANSING, MICHIGAN

United States Depositary in France

THIS Company's opportunities for service abroad have been greatly increased by its official designation as a United States depositary for public moneys. This designation includes our Paris Office, which will act as paying and receiving agent for American disbursing officers in France.

Our Paris Office is a fully equipped banking institution, similar to our office in London, supported by the responsibility of the Guaranty Trust Company of New York. It places the facilities of an American bank with American methods at the disposal of all the officers and men of the forces of the United States wherever they may be in France.

American business concerns and individuals having interests abroad will find it to their convenience and advantage to bank with our Paris or London offices. It will be our effort to be useful in every possible way to American citizens traveling abroad and to those with the armies in France.

Guaranty Trust Company of New York

140 Broadway

PARIS OFFICE	FIFTH AVE. OFFICE	LONDON OFFICE
Rue des Italiens, 1 & 3	Fifth Ave. & 43rd St.	32 Lombard St., E. C.

Capital and Surplus - - \$50,000,000

Resources more than - - \$600,000,000

Better Business Letters Make Strong Appeal

NORTON COMPANY
Grinding Wheels

WORCESTER, MASS., NOV. 16, 1917.
Editor of PRINTERS' INK:

Attached is a list of different concerns with the names of the particular persons who have written to us during the past two weeks regarding the Better Business Letters Convention. These are the ones whose letters mentioned PRINTERS' INK.

Many of the letters which we are receiving are undoubtedly prompted by the articles which PRINTERS' INK has been printing regarding the convention, although they do not mention the fact.

PRINTERS' INK will probably never be able to estimate the amount of good which will be done because of these articles.

NORTON COMPANY.

Joerns Given Washington Appointment

Arnold Joerns, president of the Arnold Joerns Company, Inc., of Chicago, has been placed in charge of the publicity of the Aviation Branch of the Signal Corps, with headquarters in Washington. O. J. McClure, vice-president of the agency, will have charge of the business during the absence of Mr. Joerns.

Rueschaw Leaves Reo for Mitchell

R. C. Rueschaw has resigned as sales manager and director of the Reo Motor Car Company, of Lansing, Mich., a position he has held for the past thirteen years. He has joined the Mitchell Motor Car Company, of Kenosha, Wis., as sales manager and has been succeeded at the Reo by Forest H. Akers, former assistant manager.

Directory of Chicago Special Representatives

An official directory of special newspaper representatives in Chicago has been prepared by The Newspaper Representatives' Association of that city. The directory supplants those formerly issued by individual representatives.

Chamberlain With Printasign Co.

O. H. Chamberlain, Jr., has been made vice-president and general manager of the Printasign Company, of Chicago. He was at one time Chicago district manager of the American Multigraph Sales Company, of Cleveland.

Earl W. James, formerly assistant advertising manager of the Welsbach Company, Gloucester, N. J., has become advertising manager of the Bate-man Manufacturing Company, at Grenloch, N. J., manufacturer of farm implements and tools.

Trade Marks and Patents

It is necessary to use caution in selecting and handling trade-marks for patented products. The advertiser must provide *in advance* against the chance that his mark may become public property upon the expiration of the patent. And that is not so simple as it sounds.

No owner of a patent should permit his goods to be advertised without securing competent and *disinterested* advice.

ROY W. JOHNSON
*Trade Marks · Trade Names
The Protection of Good Will*

Mutual Life Building
32 Nassau Street
New York

The Circulation of the CHRISTMAS ISSUE

of

The Billboard

is guaranteed to exceed

45,000 Copies

It will be obtainable wherever papers are sold throughout the entire English speaking world.

NO ADVANCE IN RATES

Last form closes Sunday, December 16

The Billboard Publishing Co.

Member A. B. C.

Broadway & 42d
New York

Monroe and Dearborn
Chicago, Ill.

"In issuing a house organ our problem is a peculiar one, because we wish to interest a class of men who have any quantity of reading matter constantly on their mind. We must have something so different that it will make a peculiar appeal to the big men whose attention we wish to secure. Mr. Gibson seems to have a peculiar faculty for that sort of thing. He syndicates these magazines, that is, he makes up the same matter into a number of magazines, each going to an entirely different class of business."

This is part of a letter written by Mr. H. L. Baker, manager of C. B. Cottrell & Sons Co., New York, to a reader of "Cottrell's Magazine". Mr. Baker's problem is to sell printing presses to the biggest printers and publishing houses in the country.

The David Gibson Company produces "Cottrell's Magazine" for C. B. Cottrell & Sons Co.

Write for a copy of our book "Reducing the Selling Cost" which explains the Gibson House Organ plan in detail.

THE DAVID GIBSON COMPANY
812 Huron Road :: Cleveland, O.

The Writing on the Wall

Men who follow closely this special branch of advertising, are telling each other that the day of the thin shelled electrotype for newspaper use is done. Everybody will soon be using stereotypes and mats. Many of the big, well-informed advertisers are using them now. There are good reasons, which we are always glad to explain.

**The
Quality Electrotype
Company**
CINCINNATI



Takes Up Educational Work of National Association

The U. S. Chamber of Commerce has established a Bureau of Business Economics, which will continue the work begun by the National Mercantile Educational Association.

The new bureau contemplates:

1. The co-relation and standardization of all educational work now being done by the various national mercantile associations and their regional units. That is to say, it will serve as a clearing-house for the gathering and dissemination of all practical and useful ideas for the betterment of merchandise distribution.

2. This is to be brought about by the organization of or the affiliation with those already established community clubs, chambers of commerce, or other civic organizations having for their objects the social and economic welfare of their several communities.

3. To bring all secretaries and managers of the said civic associations in close touch and harmony with every activity of the Chamber of Commerce of the United States.

Must Hold Prestige Till Uncertainty Is Over

Added evidence of the need of continuous advertising, even though a manufacturer be temporarily out of the market, comes to PRINTERS' INK from an advertiser whose name and product are known nationally, though for obvious reasons they cannot be divulged. This manufacturer, according to rumor, is listed among the Government's "non-essential" producers. The following extract from his letter indicates how he regards advertising as a holder of good will:

"If we are able to operate even though to a much smaller extent than at present, we will undoubtedly continue to advertise our product. We feel that whatever prestige has been obtained in the past must not be lost during the present period of uncertainty, and it would seem the part of good business judgment to keep our name even more prominently before the public than it ever has been before."

Advertising Course by Jamestown Y. M. C. A.

An advertising and salesmanship class has been started by the Y. M. C. A. of Jamestown, N. Y., with Robert E. Ramsay as instructor. Mr. Ramsay is advertising manager of the Art Metal Construction Company, of Jamestown.

Boreman Now an Officer

A. I. Boreman, advertising manager of the *Merchants' Trade Journal*, Des Moines, Iowa, has been elected vice-president and business manager of Merchants' Trade Journal, Inc.

A Machine Seeks an Advertising Position

A machine equipped to print high-grade individual show cards, window signs, strips, bulletins, price tags, rapidly, and at a very low cost per card, seeks a permanent position with the merchant who desires for his store a thoroughly adequate sign service at a notable saving in cost. Stores with this machine save money and lessen work in the sign shop, and give better service to all departments of the store. Address

American Printasign Company

1408A Borland Building, Chicago, Illinois

THE MOST EXPENSIVE ITEM IN THE COST OF PHOTO-ENGRAVINGS

for an advertising agent or agency is the time spent looking after details which a competent engraver would have saved him. It is largely a matter of the relative value of your time. And this applies to the ordinary halftones (so called) as well as color plates or more complicated work.

The average quality of our black and white work is of unusual excellence.

We solicit your patronage.

GATCHEL & MANNING

Photo-Engravers

Sixth and Chestnut Streets

PHILADELPHIA

Opposite old Independence Hall

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1720 Lytton Building, 14 E. Jackson Boulevard, KIRK TAYLOR, Manager. Telephones, Harrison 1707 & 1939.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Detroit Office: 709 Free Press Bldg., KIRK TAYLOR, Manager. Telephone Cherry 3262.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 43.

London Office: 16 Regent Street, S.W., G. W. KETTLE, Manager.

Paris Office: 10 Rue de la Victoire, JEAN H. FULGERAS, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$75; half page, \$37.50; quarter page, \$18.75; one inch, \$5.60. Classified 40 cents a line—net. Minimum order \$2.00.

JOHN IRVING ROMER, Editor

NEW YORK, NOVEMBER 29, 1917

Minimizing Price Advance Confusion

As detailed elsewhere in this issue of PRINTERS' INK, considerable confusion is likely to result when dealers are left to their own discretion in deciding whether or not an advanced price should be applied to the stock on hand. The situation has so many good-will-destroying potentialities in it that much care should be taken to handle it properly.

In the first place, it is a moot question as to whether or not the merchandise which the retailer has, should be raised to conform with new advances. Even in normal times, the practice in this regard is by no means uniform. It is supposed that the dealer keeps his prices level with the market, but he does not always do so. If he has goods on hand

when the price goes up, it is generally regarded as his right to ask the increase for his stock, just as he is supposed to mark down his merchandise when prices decline. Many do this, but the new school of merchants, who are always trying to speed up turnover, prefer not to take advantage of a change in prices.

Since practice varies so extensively, it is difficult to prevent some confusion, especially in times like these when markets are so violently disturbed. Manufacturers can, however, do something that will tend towards the establishment of a uniform policy and thus give the public no chance for suspicion. Where it is possible, the new price should be advertised to the dealer to take effect at some future date. This gives the retailer a chance to work off his stock at the old price. By telling his customers that a new schedule will soon be in effect, he would not only be compelling immediate sales but would also be paving the way for the advance. The chances are that this plan will clear out the old goods, but if any remain when the revised quotations become effective, they should take the new prices. This is a method that has been successfully used by many manufacturers. Of course it does not entirely prevent confusion, but it does minimize it.

The Passing of the Free Deal

While the war has given business a lot of new problems to solve, it is consoling to know that at the same time it is automatically eliminating old trade evils that had been regarded as impregnably established. PRINTERS' INK has recorded a good many instances of this kind during the last three years. None has been more important than the war-time decline of the free deal.

Perhaps, in itself, the free deal is legitimate enough, but it has been so grossly abused that it had become a selling evil of the first magnitude. Manufacturers have long recognized the deal as a

great friction-maker in the machinery of trade relations. Hence there had been an ever-growing tendency to discourage the giving of free goods. So deeply, however, had the custom fastened its tentacles on distributing methods that it took some great cataclysm, like the world-war, to uproot it. For the past three years, one by one manufacturers have been discontinuing the free deal. With materials in most lines as scarce as they are, there is no excuse for giving away goods. It has, therefore, been easy to stop the practice.

But now the question is will the free deal come back after conditions are restored to normal? Manufacturers feel that to a certain extent it may, but they claim it is not likely it will ever regain the hold that it once had. The free deal represents a certain period in the development of distribution. When manufacturers first faced the problem of disposing of heavy production, it was natural for them to cultivate the large buyer. To compel as many big purchases as possible, every sort of inducement, including free goods, was offered. But it was soon seen that selling large quantities to dealers did not complete the distribution of the goods. Selling the merchandise to the consumer also was found to be necessary and this could not be left entirely to the dealer. Therefore, the manufacturer had to advertise. This was the next step in the evolution.

And as a result, to-day the ideal of the country's leading manufacturers is not to unload big quantities of their goods on the dealer, but rather to have a constant flow of them going through his store to the consumer. This advertising accomplishes, and it is this the free deal failed to accomplish. So whatever the use of the free deal in the future, it is now pretty generally recognized that it cannot be used as a substitute for advertising.

And conditions to-day, with raw materials scarce, and the trade and consumers ready to ap-

prove of measures of economy, are favorable to a cleaning up.

The Bolshevik ^{A newspaper} ^{dispatch last}
in the Role ^{week from Pe-}
of King Canute ^{trograd reports}
that one of the interesting acts of the Bolshevik so-called government has been to attempt to create a monopoly of advertising for their own publications. All advertisers, that is, are forbidden on pain of dire penalties, to place their copy in the newspapers which are not avowedly Bolshevik organs. The penalty is "confiscation of the property and three years' imprisonment."

Presumably this is not an attempt to do away with advertising, but to kill off the unfriendly periodicals, though it is also true that radical thinkers are often unfriendly to advertising, which they wrongly regard as an unnecessary burden by the manufacturer upon the selling cost of his goods. Whatever its motive, however, the Bolshevik ruling is as foolish as one might expect it to be. Advertising is not an arbitrary form of expenditure which can be forced through one channel or another as the fancy of the advertiser or a government official dictates. It is a great economic force, and as such it must follow natural economic laws as inevitably as water runs downhill. Not all the authority and majesty of a ten-minute Russian government can induce advertisers to spend their money in unprofitable channels. The Bolshevik officials will have to inaugurate a long and faithful course of reading PRINTERS' INK before they can hope to tamper successfully with the ebb and flow of publicity.

The Farmer ^{Advertising}
as a Coming ^{tends to improve}
Advertiser ^{the production}
standards of the business which it represents. That it makes the advertiser a better manufacturer judged even from the strictly producing side of his

activities, has been proved in any number of instances. A striking case in point is the effect of advertising on farmers and growers when they organize co-operative associations to market their produce. If the advertising succeeds, it not only sells the product profitably, but besides it almost invariably makes the member of the association a better farmer or horticulturist. Whether or not the advertising is successful depends to a great extent on the product, and the way it is prepared to meet the needs of the market. That the product must be right, is about the first of all advertising principles. Success is not achieved until the advertiser makes that principle the foundation stone of his merchandising.

The average old-school grower is not in touch with the consumers of his produce. He is not familiar with the niceties of the market and hence does not produce his goods with the view of pleasing any definite trade. Advertising changes this. It establishes a line of direct communication with the consumer and thus makes the producer more sensitive to the demands of the users of his goods. He soon realizes that any old thing in the product will not do.

We find a good illustration of this in the experience of the Northwestern Fruit Exchange, advertiser of Skookum Apples. Last year's campaign for this fruit turned out so well that the drive for this year has been started on a bigger scale than ever. When the Exchange was organized about eight years ago, its first duty was to convince the growers that there is a most intimate relation between success in the market and the quality of the product. The organization had to educate the orchardists in better methods of growing, picking, grading and packing. Various standards such as of pack and of quality, had to be established. Until these standards had been met, advertising was impossible. Today as a result of the whole movement the

members of the associations, which compose the Exchange, are better horticulturists than they would be had they been permitted to continue the hit-or-miss selling methods of the old days. Much the same could be said of the experience of the California Fruit Growers Exchange and of other co-operative bodies.

The experts of the Agricultural Department, in educating farmers in the benefits of branding their produce, usually have difficulty in convincing them that branding will not be successful unless a uniform, dependable quality is maintained. Not until farmers learn that lesson, are they on a fair way to advertising success.

Not knowing the market is the cause of many failures in this field. That is what the peach growers of Utah found out. Their first attempt at co-operative selling met with disaster. In looking for the cause, the new manager, among other things, found that the demand in big cities was for baskets of peaches that could be carried by the buyer. Before that the fruit was packed in boxes that were too large to carry.

Slowly the farmer is coming forward as an advertiser. Except in isolated instances he is not advertising individually. He is joining with others, and thus, growing in strength, he is becoming a real advertiser of branded goods. His brands are yet few. But unless all signs fail, he will be a conspicuous figure in advertising a few years hence. And the reactive effect on agriculture will be of marked benefit.

Chalmers Knitting Company Appoints Erickson

The Chalmers Knitting Company, Amsterdam, N. Y., underwear manufacturer, has appointed the Erickson Company, New York, as its advertising agent.

Huyler Appoints Agency

The advertising account of Huyler's, New York, has been secured by Barrows & Richardson, Philadelphia.

ON Friday, November 30, 1917, the pages of the Public Ledger—Evening Ledger will be EIGHT columns wide. The Rotogravure-Intaglio Section will remain seven columns, as at present.

The measurements of the pages will be as follows:

Run of Paper

Columns	(12½ ems pica)	29 agate lines wide
Columns		297 agate lines deep
Columns		8 to a page

Sunday Rotogravure-Intaglio Section

Columns		28 agate lines wide
Columns		288 agate lines deep
Columns		7 to a page

PUBLIC LEDGER COMPANY.

PUBLIC  LEDGER

ILLUSTRATED
Evening  Ledger

*The Newspapers that
serve Philadelphia*

WANTED

We have an opening for one good, live advertising agency representative with \$100,000 to \$500,000 business.

A strong, experienced agency man who wishes a better connection can secure an exceptional chance to furnish his clients with the highest of service, and open the way to new business for himself.

The connection may be made with either our New York or Chicago Office.

Address for personal appointment with one of the Directors of our Company, Agency Service, Box 44, care of Printers' Ink.

Advertising Puts Victory into Canada's "Victory Loan"

Centralization of Effort Helps Make the Campaign an Economy—No Overlapping in the Kinds of Copy Used and Thus Waste Is Prevented—Will Promote Future Bond Buying Also

SIR THOMAS WHITE, in opening the Victory Loan Campaign in Canada, said, "We'll make a side-show of the Dominion Elections." And it has. The Victory Loan has the elections backed off the front page in spite of the fact that the elections are only four weeks away, and the issue one that may disrupt civil peacefulness.

Subscriptions are coming in an ever-increasing flood. Everybody is subscribing. Capitalists, newsboys, merchants, stenographers, manufacturers, boot-blacks, Russians, Jews, Italians, Poles, and even Austrians. Already the total of \$150,000,000 for the Dominion has been set at double the first authorization. Canada, it is believed, will raise \$300,000,000, and then some.

In the three former campaigns there was wastage due to the overlapping of both advertising and solicitations. The competition between the banks and the bond houses became so keen that the waste was treble the cost of the effective promotive work. In the present campaign the Government's appropriation for advertising was tripled, but the saving effected by centralization and co-operation will be greater than the Government investment.

From an advertising standpoint the campaign shows, also, that the Government can well afford to pay for its publicity, and to employ at regular rates, the necessary advisers to prepare and place it.

There are two outstanding features of the copy used throughout the campaign. The first is the absence of any harrowing ap-

peals; the second, the high copy excellence of the average advertisement. This was not accomplished by haphazard; it is the result of premeditated advertisement. Sound business sense dictated the policy of educative copy. Everyone was given to understand that any other type of copy would be considered unpatriotic. So far no one has ignored the wishes of the Government, it is unlikely that any one will. The thoroughness characterizing the organization of the campaign is perhaps the explanation of the absence of duplication in copy. This is surprising in view of the thousands of advertisements appearing daily on the one subject.

Typical of the Dominion-wide organization is the organization of the Toronto district. A Publicity Committee began from the nucleus of two men. It now numbers more than *twelve hundred*. It spread out in the decimal system, each man securing ten more workers, captaining their work. The chairman is W. P. Gundy, of Wood, Gundy & Company, while the vice-chairmen are, E. L. Ruddy, of E. L. Ruddy & Co., and J. Allan Ross, of Wrigley's Chewing Gum Company.

The campaign has developed several art creations which promise to symbolize the war loan of Canada as the Statue of Liberty does in the United States. The National Trust Company is making famous one of Canada's finest pieces of sculpture—the Victory statue on the monument to the heroes of the South African War in Toronto. The T. E. Eaton Company is featuring the stirring painting commemorating the Canadian's stand at St. Julien. These are just some of the side issues of the great drive.

The copy itself is of a character that will tend to make for the permanent changing of the habits of the entire nation. No one can go through the three weeks of this campaign without becoming conversant with the advantages of bonds as an investment.

IF YOU CAN SELL

Here's your chance. Liberal drawing account against right commissions; adequate time in which to make good, and the solid support of an organization that holds business when you get it. New York advertising agency of personal service type whose business has doubled in two years wants another real salesman.

He must be young, a hustler, self-starter, with drive and determination to succeed. Don't waste our time unless you have a record already in this line. The man we want is already making good but wants more future or better support. Write fully, giving definite figures. All information strictly confidential.

KM, Box 40, care Printers' Ink



Know Your Business Better

Send for this book. It's free

It is our business to take your business problem, gather statistics, make an analysis of it and show in concrete form by means of graphic charts the results of this investigation and its influence on your net profit, overhead, gross profit, markup, sales, working capital and turn-over.

What is YOUR problem? Write us.

Universal Service Company
Incorporated

Statisticians and Business Analysts
506 South Dearborn St., Chicago

The Little Schoolmaster's Classroom

ONE of the foremost duties before the country at the present time is to save coal in every way that is possible. Here is a chance for the manufacturers of furnaces and other heating devices to render a service to their users that will be a tremendous winner of good will. A very large percentage of the heaters in use are not operated with a maximum of efficiency. The Schoolmaster, himself, has been trying for twenty years to learn how to run a furnace and still he does not know how. In this period, he has had experience with dozens of them, in nearly every variety of climate and under practically every condition. Yet the experience has taught him nothing. He is still just as poor a fireman as he was when, as a boy, he was sent by his mother to start a fire, and he usually wound up by smoking out the whole family.

* * *

Now this is not intended as an attack on furnaces. As far as the Schoolmaster knows the different heaters that he tried to operate were in perfect working order. All the trouble that was caused is due to the operator. He was not onto his job—that's all.

The Schoolmaster is not the only one in this class. When it comes to matters mechanical, hundreds of thousands of business and professional men are veritable babes in the woods. When the melancholy days of autumn creep on us, wherever commuters congregate the question of how the furnace can be made to contribute a little heat to the family's comfort is sure to come up. Judging from the trend of conversation on the 5:15 every evening, the subject does not take second place even to the war.

Here and there furnace manufacturers have given some heed to the situation, but not enough has been done. There ought to be some way to give the man who

has to run a furnace a course of instruction in how to work the heater under any and all conditions, especially how to prevent the extravagant use of coal.

To be sure directions are usually pasted on the furnace, but these do not go far enough and besides they soon become unreadable, and the few desultory instructions that the dealer gives, when he is requested to do so, are quickly forgotten.

It is true that a few manufacturers have issued books of suggestions, but often these have been too technical for the average reader. Others may have got out the right sort of directions in the right way, but the Schoolmaster has never seen them advertised.

A set of suggestions for saving coal, such as that issued by Governor Whitman of New York the other day, is a sample of the kind of a help that would be eagerly seized by consumers at this time.

This whole matter is at present more important than ever before. Many householders are now doing work that formerly they left to servants. These people would like to receive hints from manufacturers telling them how these unfamiliar tasks can be done with greater ease and economy.

* * *

When the advertiser using direct mail methods has the nightmare, he undoubtedly dreams of being pursued by monstrous waste baskets, the cavernous mouths of which open and shut eagerly as they chase him from crag to crag. The recipient of advertising is all too apt, in the rush of business, to order it into the wastebasket as unceremoniously—and as unjustly—as the Queen in "Alice in Wonderland" ordered "Off with his head!" when one of her courtiers annoyed her. There is more truth than humor in the slogan adopted by one printing organization which prepares direct adver-

The Rapid Electrotpe Co.

W. H. KAUFMANN, President and General Manager

Makers of all kinds of Advertising Plates and Trade Cuts, including Stereotypes and Mats, by the wax or Dr. Albert Lead Mold Process. Sole owners of U. S. Letters Patent on Aluminotype.

New York Cincinnati Chicago

The Largest Makers and Distributors of Advertising Plates in the World

REFERENCES:—Any five national advertisers you may think of. If you ask them, you will, perhaps, find that several of them already know what **Rapid's Service** means.

An Established Selling Organization—for Hire

C. J. Van Houten & Zoon—the largest makers of Cocoa in the world, with branches in Chicago and New York and a selling organization covering the entire United States—find it impossible, owing to conditions in Europe, to import their product, and in order to maintain their existing sales and office organizations; they desire to handle the entire marketing of several high-grade specialty products of merit which can be sold to the grocery, drug and confectionery trade.

They have thousands of current customers in the lines mentioned throughout the United States; can employ their own capital in the exploitation work, and make permanent any present arrangement even after conditions become normal.

In answering give fullest particulars, which will be treated in strict confidence. Address all replies to

C. J. VAN HOUTEN & ZOON
140 South Dearborn Street, Chicago, Ill.

To introduce your salesmen / TALK WITH **Heegstra**
to new and better dealers

H. Walton **HEEGSTRA** Inc.—MERCHANDISING—25 E. Jackson Boulevard, Chicago

"GIBBONS Knows CANADA"

Base Your Business on Facts

We furnish loose leaf digests of current business literature for busy executives' data books, index cards for business libraries, etc. Data assembled for addresses, reports, etc. Ask us.

The Business Data Bureau
Suite 711-13 Kahn Bldg. Indianapolis, Ind.

The American

Photographic Dealer

30 Church St.

New York

DOMINANCE: The only trade paper in its field.

CONFIDENCE: Official Organ American Photographic Dealers' Association. An unexploited field of live dealers seeking profitable regular and side lines. Would your product sell to their able-to-buy patrons? These dealers wish to know.

Commercial Artwork

Advertising Art Co.
1269 Broadway, N.Y.

PHONE 3614 MADISON 50

WANTED—ADVERTISING MANAGER FOR PUBLISHER'S SERVICE BUREAU

With breadth of vision to develop new lines of advertising accounts, supervise and write copy—with diplomacy and tact to handle a Service Department of seven people, manage the entire office and handle the inside work of an advertising department.

A technical training, a college education and manufacturing experience are advantages, but not necessities. Sales experience will help. Ability to lay out copy, advise on art work and oversee typographical and engraving work is required.

There is a real position and real possibilities for the man who fits in this progressive organization.

Write us fully as to your qualifications, experience, etc. Address Printers' Ink "C. E.," Box 45.

tising: "Beware the wastebasket!"

* * *

The Schoolmaster sometimes wonders whether advertisers do not make a mistake in pretending to ignore this possible fate for their literature; whether an honest recognition of the impatience of some recipients of advertising, and an honest plea for a fair chance, might not prove more effective. While he was thinking this, his eye lighted on this little paragraph in "The Diamond," a house-organ issued by the Crew Levick Company of Philadelphia:

PLEASE, MISTER, DON'T!

Don't throw me in the waste-basket. I sought you out. I perhaps traveled far to reach you. I found you for a purpose. Get full benefit of me. When you're through with me—don't cast me away. I am strong. I am not through working. Pass me along or keep me at hand. Please, I want to live—to work. I am your friend. Don't throw me in the waste-basket.

Sincerely,

THE DIAMOND.

The Schoolmaster submits that it would have to be a very hard-hearted brute indeed who could resist such a pathetic appeal as that! He'll wager that this issue of "The Diamond," at any rate, won its place in the sun!

* * *

There is in the wind a campaign for a new rubber heel that intends to make such a point of its pedal stability on "greasy" pavements, that a purchase will include an insurance policy covering the buyer \$5,000 worth in event of accident traced to the heel as a cause. This recalls the methods of a certain famous English publisher who built up a tremendous newspaper circulation partly on the standing offer to pay a definite amount of life insurance should the holder of a current copy of this paper be found dead in an English railroad wreck.

In the latter instance the guarantor has been making capital of the extremely low mortality for British railway passenger travel to advertise his paper. So sure is the advertiser of this rubber heel of its clinging qualities that he

appears willing to face the risk of the inevitable dead-beat claimant for the undoubted novelty of this form of appeal.

* * *

On this guarantee subject, the Schoolmaster recently ran across an instance that convinces him that a significantly large proportion of its sales value lies in its effect on the trade. A salesman was calling on a retailer in a certain line of business, and as is often the case the merchant started to tell the caller how his business might be run if he hoped to get the full co-operation of the trade. Nevertheless the retailer had a real nugget in his general information, in the way a certain other manufacturer in the field lives up to his guarantee implicitly.

As an illustration he exhibited a letter from the manufacturer replying to a letter of complaint from the retailer on a certain piece of goods. The retailer confessed to the salesman that his case had been none too strong, and that the company might have taken advantage of a good comeback. Yet it looked into the matter carefully, and after satisfying itself as to the merits of the retailer's request, wrote to him, courteously acknowledging its fault, and making good.

That's as far as this incident might have gone, had it not convinced the retailer so thoroughly of the company's good faith that he keeps the letter below the counter, and shows it proudly to all his customers, just as he might show them a written guarantee from the company itself.

This is the position that the Keiser neckwear people take on the guarantee, emphasizing it as a trade rather than a consumer feature. Replacements are made on guaranteed goods without a murmur, so that the trade, realizing that there is no nigger in the woodpile, has the greatest confidence in handling the line.

A. L. Kindt has resigned as advertising and sales promotion manager of the Pennsylvania Textile Company, New York, effective January 1, 1918.



Cut Files

They prevent loss of cuts and protect them from scratches.

May be stacked in with other "Y and E" filing sections for drawings, correspondence, card records, etc. You don't know how smoothly your department can run until you install "Y and E." Ask us.

**1244 St. Paul St.
Rochester, N. Y.**

YAWMAN and EBBE MFG. CO.

Branches or agents in the principal cities.

Wanted

by long established Technical Magazine, an

Advertising Manager

This magazine, with the largest circulation in its field, requires a man who knows the technical field, and who is well acquainted with the advertising agencies.

Due to the death of the Secretary of the company, who was also the advertising manager. It would be necessary that his successor should invest a few thousand dollars in the company, thereby becoming a stockholder.

However, money alone will not fill the position. The applicant must know the business.

The publication, which doubled its circulation in one year, has a national circulation close to 100,000 copies and is considered an authority in its field.

A remarkable chance for the right man. All communications will be considered strictly confidential.

Address B. D., Box 42, care P. I.

AMERICAN MOTORIST

LARGEST CIRCULATION
IN MOTORING FIELD

With quantity plus quality advertisers get in American Motorist an exceptional advertising medium circulating in every State in the Union among actual car owners and dealers. Circulation 62,000—98% paid-in-advance subscription—100% mail subscription—no news-stand sales—no subscription solicitors—non-returnable. 8500 increase in mail subscription for last six months.

MAIN OFFICE:

RIGGS BLDG., WASHINGTON, D. C.
Member Audit Bureau of Circulations

BOOKLETS

That you can feel a just
pride in circulating

SERVICE that is a reality
Want a chance to prove it?

CHARLES FRANCIS
PRESS

461 Eighth Ave., New York

CATALOGS

A REAL AGENCY MAN

Who actually controls a reasonable
amount of real business—

(Magazine, Newspaper, Outdoor, Street
Car or Direct Mail)—

Who is looking for Better Backing, Better
Service, Greater Freedom,

And More Money—

Can possibly find them all by writing
N. Y. A., Box 43, Care Printers' Ink.

*This is an unusual opportunity to join one
of the largest and strongest Agencies oper-
ating in the New York Field.*

Correspondence Strictly Confidential.

STUBBS OFFSET

PRINTING SO PLEASING—SO DIFF-
ERENT—SO SENSIBLE!

THE STUBBS CO
DETROIT

United Drug Company Pro- duces Play

One of the features of the sectional convention of the Rexall druggists from New York, Connecticut, New Jersey, Pennsylvania and Delaware, held in New York City recently, was the production of a play, which brought out in dramatic form the principles of modern merchandising. The piece was called "The Awakening of Rex Allite," and consisted of a prologue and three acts. The parts were taken by executives of the United Drug Company and by members of the Liggett stores.

The purpose of the play was to visualize in an emphatic way the scope of the service rendered to druggists by the sales promotion department of the United Drug Company. The action of the piece shows the transformation of a druggist from a down-at-the-heels dealer into a live, modern merchant. The play gave the hundreds of retailers who saw it a first-hand illustration of how a store should not be run and then in later scenes of how it should be run. Especially suggestive were the demonstrations of the way a well-trained clerk piles up big sales by tactful methods of sale rotation.

The play will be produced again in January in Boston, before the New England Rexallites.

American-Made Salvarsan Ad- vertised

Advertising copy in current medical publications announces that Salvarsan (Dr. Ehrlich's "606") is now being made in America, and is available for commercial use, being sold direct to the medical profession from the laboratories of H. A. Metz, Inc., New York City. The copy is also signed by the Farbwerke-Hochst Company, of New York. Readers of PRINTERS' INK will remember that the urgent need of this compound was one of the strong arguments presented to Congress for the abrogation of German patents during the period of the war. The medical copy, being intended for doctors, advertises it under its correct name of Dioxidiaminoarsenobenzene Dihydrochloride.

Dr. Simon Flexner, of the Rockefeller Institute, New York, announced last week the discovery of what he claims to be a new and better remedy than Salvarsan, which he calls A-189, which can be marketed for six cents a dose, as against \$3 a dose for Salvarsan. His discovery was reported at the annual meeting of the National Academy of Science at Philadelphia.

Charles Proner With Wales Agency

Charles Proner, for four years advertising manager of the Smith & Hemenway Co., Inc., maker of "Red Devil" tools and hardware specialties, Irvington, N. J., has joined the Wales Advertising Co., New York.

Classified Advertisements

HELP WANTED

WANTED: By leading magazine in its field, a well-known solicitor or firm of good reputation, territory New York and New England States. Address Box 466, care Printers' Ink.

Special Representative: CHICAGO. Opportunity for active special agent to represent some good publications controlled by New York Agency. Commission. Box 461, care Printers' Ink.

"HERE'S AN OPPORTUNITY" for a live business manager, preferably with capital, to develop the circulation and advertising of a National Magazine in a new field. Box 457, Printers' Ink.

Wanted. Eastern advertising representative. Liberal commission proposition. Established man can handle with present representations. Mailbag Publishing Company, 1800 E. 40th St., Cleveland, O.

Salesmen wanted by good printing concern specializing on foreign language export catalogues and publications. Any far-sighted industrious printing salesman of pleasing presentation can succeed in this line. NEUMANN BROTHERS, 318 West 39th Street, New York.

Advertising Solicitor Wanted—Prominent publication can use experienced man—must be acquainted with agencies and have good record—excellent opportunity for development—salary to start, increase and commission based on business produced. In reply give former employers and agency references. Box 462, care Printers' Ink.

A progressive Philadelphia Agency wants a seasoned copy and idea man. He must have agency experience and know how to put real punch into magazine, newspaper and folder copy, and make high-class layouts. He can best be judged by his samples, which will be promptly returned. Give full particulars in confidence, stating age and salary expected. Automobile experience desirable. Box 463, care of Printers' Ink.

COPY WRITER, PLAN AND IDEA MAN

wanted by an old established New York agency. A man who has specialized on advertising and merchandising plans in Toilet Goods and Proprietary Articles lines and is familiar with this Drug and Department Store trade. Must be able to write good, forceful, sales-compelling copy in a common-sense, up-to-date way. Reply, giving age, experience and salary required, with samples of work, to Box 472, care of Printers' Ink.

Office Manager: Wanted by a New York special agency, man capable as office manager, interviewer and chief correspondent. Give full particulars in confidence. Box 460, care Printers' Ink.

ASST. ADV. MGR. wanted at once by one of largest advertisers in Trade and Technical Magazines. Must be able to take dictation, do typewriting, know printing, art work and engravings, and be able to handle all details of office intelligently. Moderate salary to start; future depending upon the individual. Address, Box 456, care Printers' Ink, giving full details of your qualifications.

Salesmen to call on large manufacturers. Top-notch men accustomed to meet big executives, offered opening to make good income, or earn extra remuneration, selling special Trade-Mark Service. State full particulars in first letter to get attention. Interviews will be arranged in New York and Chicago. Write Mida, Rand McNally Bldg., Chicago, Ill.

WANTED

Young man in advertising department of manufacturing concern who has had advertising experience and can prepare layouts and write copy for booklets, etc. Should have general business experience and be good at details. One who can use typewriter preferred but not essential. Kerr Glass Mfg. Co., Sand Springs, Okla.

COPY WRITER

There is a splendid opening on the copy staff of one of the big Chicago Agencies for a versatile copy writer. He must have had at least three years agency experience and possess merchandising ability. He must be able to plan campaigns from the beginning, see them through to completion and assume full responsibility. All replies held in confidence. State fully in letter experience, references and salary expected. Box 468, care Printers' Ink.

Editorial Writer

A large New York organization has an opening for an unusual man. In addition to a good general education he must have a broad and sound knowledge of modern business and marked ability to collect and classify business information. He must possess a teacher's mind and a salesman's viewpoint, and he will need both initiative and tact in order to adjust himself to the spirit and ideals of a big, successful organization. Above all, he must be an excellent writer, capable of preparing, with a minimum of supervision, strong, clear and interesting copy on business topics. He need not be old, but he must be mature. Tell us why you are the man we want, and prove it. Address "Writer," Box 467, care of Printers' Ink.

Wanted—Man or woman experienced in Press Clipping business, familiar with editing and marketing of special bulletins and capable of taking charge of old established bureau on Pacific Coast. Liberal proposition. State fully experience and references. Press Clippings, Box 458, Printers' Ink.

A SPANISH MONTHLY MAGAZINE CIRCULATING IN SOUTH AMERICA, MEXICO AND PORTO RICO, DESIRES PUBLISHER'S REPRESENTATIVES IN THE FOREIGN FIELD. ALL LEADING CITIES OPEN. ADDRESS, A. F., BOX 455, PRINTERS' INK.

ARTIST—A middle western advertising agency, which produces printed matter, which it tries to make much better than the average, in art treatment, has a place for an artist. He will work under a minimum of supervision. He must be creative—able to take a piece of copy and produce a design that will be at once interesting, striking and in keeping with the message that is to be put across. He must have the technical ability to finish his work acceptably. We don't care whether he is old or young—but he must know modern, even ultra modern, methods of handling. We are willing to pay the man we want enough more than he is getting to make it worth while to change. Write fully, and be prepared to send samples. Box 447, care Printers' Ink.

COPY WRITER WANTED



A Position in the Copy Department of a large New York agency is open to a writer of experience in preparing copy for national campaigns. Should be draft exempt and able to establish new connection at once.

Box 477, care of Printers' Ink

Leading monthly in the painting, decorating and wall paper field wants a man above draft age to fill an editorial position. Must be able to write good, forcible English, to prepare copy for the printer and supervise make-up. Other things being equal, preference will be given to a man having some knowledge of the trade or to a graduate of a technical, art or architectural school. Some knowledge of chemistry desirable. Address, giving particulars as to age, experience and earning capacity. Box 470, care of Printers' Ink.

A rapidly growing Advertising Agency wants three more good men.

Artist Copy Writer Salesman

Only those who are capable of handling large national advertising accounts need apply.

Send specimens of work, if possible; state age and salary wanted. Confidential.

Box 449, care Printers' Ink.

A leading Motor Truck Manufacturer is seeking a capable and versatile Advertising and Assistant Sales Manager. Must have good personality and be experienced in writing forceful selling copy. Work will involve the writing of circular letters and dealer literature, also sales promotion. If you can meet these requirements, write giving complete details of previous advertising and selling experience—stating salary expected. All replies confidential. Address Box 459, care Printers' Ink.

MISCELLANEOUS

AUCTION SALE

The plant of Enders & Knopf Co. will be sold at public auction on Dec. 5, 1917, at 10:30 a.m. on the premises 47 Ann St., N. Y. There are a very large number of electrotpe machines and materials used in such business; also office fixtures, safe, typewriter, etc. This will be a good opportunity to secure bargains. Otto Greenberger, Assignee, 368 Broome St., N. Y.

WANT TO BUY A MORGUE!

For Sale—75,000 envelopes and 175 boxes of clippings covering prominent persons, places, news events, etc. Unique and invaluable. Revised to date. For appointment to inspect, write E. H. EATON, 225 W. 39th St., New York City.

IDEAS. Study the best selling and advertising ideas in America. We clip newspaper ads—your line—all principal cities. Cost small. **BOYD SYSTEM, WASHINGTON, D. C.**

BUSINESS OPPORTUNITY

In the Agricultural Field. A first-class publishing company in the Missouri Valley has need of about \$25,000.00 for business development. Owns and publishes three mediums, one established seventeen years, the other two are recent valuable discoveries requiring larger organization. Would like to get the money with a first-class, competent business manager. Cannot use the manager without the money. Splendid opportunity for an active advertising developer who can make an investment. Address 469, care of Printers' Ink.

29% Changes In Six Months.

14% WASTE SAVED by one advertiser by having new list compiled every six months. More than 15% new names added—making total change in list of 29% in six months' time. New lists saved 14% waste postage and literature on 100,000 list twice a year. The best lists mean the best returns. Poor lists are costly. Buckley-Dement lists are compiled to order from latest information—backed by analysis—get best returns.

New List Catalog—Free!

Write for Buckley-Dement List Catalog. Lists 3000 lines of business with price of each—gives State Counts for planning campaigns, valuable information you want and need—with colored map of U. S. Sent free—write on your letterhead. **Buckley, Dement & Co., 606 S. Clark, Chicago.**

POSITIONS WANTED

POSITION WANTED AS SPACE salesman by a man with solid trade journal experience. Location in New York City desired. Box 478, care Printers' Ink.

ADVERTISEMENT Writer—Several years' experience. No detail man, but forcible, original copy producer. Age 28; married. Ad-Mngrs.' Assistant or Agency start. Box 471, Printers' Ink.

TRADE AID

Experienced man open for position, either in trade aid department, or in investigation work for agency. Box 465, care Printers' Ink.

If you have passed the "ginger," "punch" and "clever" stages and want a sane and sensible catalogue or booklet prepared, I have time to handle some more such work. Box 448, care Printers' Ink.

NEW ENGLAND SOLICITOR

concentrating on above territory is ready to represent a trade or class magazine at once. Have a record of being successful and dependable. Box 451, Printers' Ink.

Advertising Man—11 years solicitor and manager with leading publications, successful record, wide favorable acquaintance, offers services on established general or class publication. Letters confidential Box 476, Printers' Ink.

Young lady stenographer—6 years' adv. agency experience. Good education; hard worker. Understands all details—estimates, commissions, discounts. Can handle correspondence. Box 464, P. I.

High-Class Woman wishes to connect with A-1 firm. Thoroughly familiar systematic methods, office management. Scientific training and practical experience in employment work. Box 473, P. I.

ADVERTISING AND SALES ENGINEER

Energetic young executive, technically trained, with successful record, now making good, and open for larger opportunity. Box 453, Printers' Ink.

ARTIST wants connection with advertising agency on piecework basis. All or part time depending upon amount of work. Will cover rent by sketches. Experienced agency artist, practical knowledge of printing and engraving. Box 475.

Publishers' Special Representative (advertising) in New York, covering the Eastern States, offers exceptional advantages to Trade and Technical publications—office and New York address with full service. Moderate retainer fee to be charged against accruing commissions. Prompt and aggressive attention to advertising accounts. Box 474.

EXPORT manufacturers' representative, now selling hardware specialties and tools regularly to over 100 export firms, with thorough knowledge of the business and confidence of buyers, wants exclusive control of few additional lines. Compensation in commission on increase of business. Address, Export, P. O. Box 109, New York City.

My ideas and ability as copy writer and space salesman have won me rapid promotion in middle west newspaper field. 5 years' experience. Know printing. Business creator and developer. Clean record. Seek more lucrative position with agency or magazine. Pleasing personality, age 26, married. Box 454, P. I.

Position as Manager or Head of Service Department of large high-class Printing House specializing Catalogs, 20 years' experience, 12 years as an executive and promoter. Can originate the finest and largest Catalogs, thoroughly experienced with cost system and Sales Ideas, will consider position in large Automobile or Commercial plant doing their own Printing and advertising, can furnish reference as to one of the leading men in the country. Box 452, Printers' Ink.

ADVERTISING OR SALES

At the age of 26 yrs., am directing the Sales and Advertising for a nationally known textile corp. Previously employed in various responsible capacities with \$100,000,000 food corp. *Foremost business magazines have published lengthy articles concerning my work.* Recommended by executives of companies you know. Present employed, but desire immediate change. If you have—or know of a position requiring a man who has produced results, write me in confidence. Complete business history and specimens on request. Only propositions of known merit considered. Moderate salary at start. Box 450, P. I.

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THE NEW

The New York Times Review of Books

Literary Section
of
The New York Times

NEW YORK, NOVEMBER 25, 1917.

WORDS AND NATIONS

WHEN we read that "the French are one of the most ascetic races in the world," we are apt to take the statement as a harmless sort of paradox, lacking the grace of any shadow of plausibility. When we learn that the statement is made by Mrs. WHARTON, there is nothing left for us but a revision, as seemingly as possible, of our preconceived ideas of France and the French character. For, from what Mrs. WHARTON has already written, together with her long residence in France, and the vital part she has taken in the affairs of that country ever since the war started, it is doubtful if there is any one—at least among American writers—more competent than she to interpret the French to us. Her absorbing article on "The French as Seen by an American," (in the December number of Scribner's Magazine), from which the above quotation is taken, is, indeed, a proof, if proof is needed, of her extraordinary gift of analysis. The war has already revised the national estimate of France. Long ago we found that the traditional view of that nation was hardly compatible with the heroism, the calm, unswerving determination, displayed by a people the world, in its ignorance, was wont to call "volatile." Of course, we know now that the French are not volatile, and—if we would be logical—that the word never could have denoted a characteristic quality in them. War brings out the latent, underlying traits of a man or a people; it rarely creates something that did not exist before.

SO it is that Mrs. WHARTON reveals the French not only as they are, as they always have been, based not on her own observations, but on the facts which are used in corroborating the words of historical authors. It is found to be a very interesting

THE
FIRST
ONE HUNDRED
THOUSAND
can be reached
through-the best
balanced Magazine
in America
SCRIBNER'S

"UPSTAIRS AND DOWN"

The local merchant knows where he gets his best results—so the wise national advertiser and space buyer will consider well where—and whether for "Upstairs" or "Down"—the local merchant invests the largest amount of his advertising appropriation.

Marshall Field & Co. used the following amount (in agate lines) of advertising in the seven Chicago papers for the first six months of 1917:

		<i>Upstairs</i>	<i>Basement</i>
TRIBUNE	-	173,074	—
News	- -	86,467	67,930
Herald	-	146,791	606
American	- -	59,042	75,560
Journal	-	63,503	67,699
Post	- -	65,182	—
Examiner	-	37,606	17,108

Note: All Marshall Field & Co. advertising is confined to daily issues; they use no Sunday newspapers.

The Chicago Tribune was first in volume of advertising given Chicago papers by this well known Chicago store, and carried more "Upstairs" advertising than *any two evening papers combined*. Is your nationally advertised product exhibited "Upstairs" or "Down"? If it is exhibited "Upstairs" then the paper to use for advertising it to Chicago families is

The Chicago Tribune

The World's Greatest Newspaper

(Trade Mark Registered)